INDIA EDITION

10
MUST-WATCH
ONLINE LEARNING
PROVIDERS
IN INDIA

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10 MUST-WATCH ONLINE LEARNING PROVIDERS IN INDIA

JANUARY 2022

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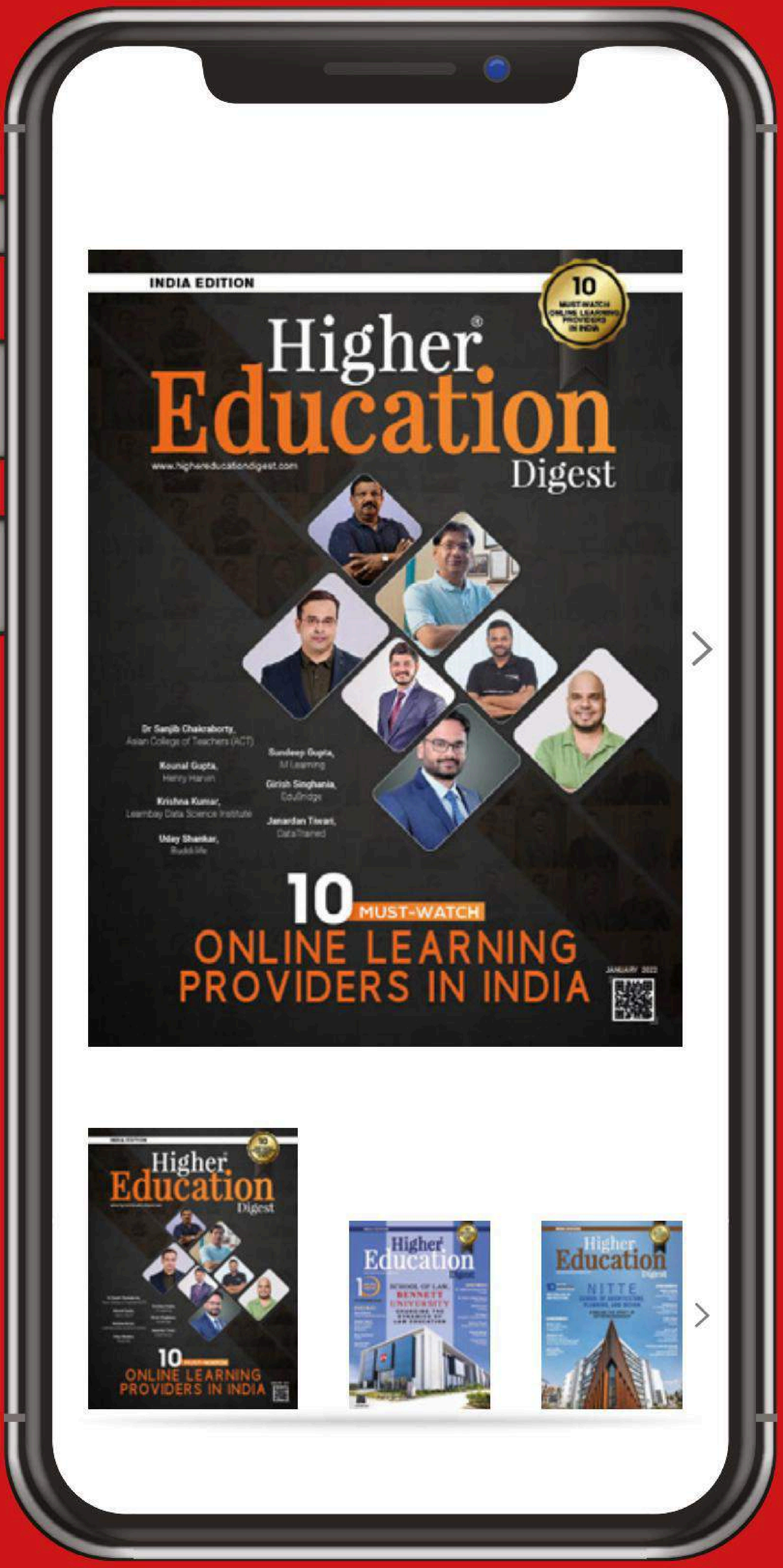

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Online Learning Providers Special (India Edition)

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The Emergence of the Obvious

Perhaps, after COVID, online learning would be one of the most widely discussed topics in recent times. Though there was a buzz about digital learning becoming the preferred option for the majority of the students worldwide, hardly anyone anticipated that it would become the new norm of learning in 2020 and onwards. As per the industry reports, the Indian EdTech market is expected to reach USD 4 billion by 2025, from USD 750 million in 2020.

Online learning cannot be seen as a temporary alternative to the physical mode of education anymore. With the help of high internet penetration and an increased number of smartphone users in India, the demand for educational content from urban and rural users has risen steadily. The pandemic, however, catalyzed the user base, making online learning providers an important pillar in the Indian education system. As per a study conducted by KPMG and Google, reskilling and online certification courses account for a significant part of the digital education market, followed by test preparation. No wonder India saw three startups turn unicorns and one into decacorn between January 2020 and August 2021. In fact, Indian EdTech startups have raised about USD 4 Billion from 2020 till mid 2021.

Today, there are about 4530 EdTech startups in India. Finding the best one that suits your education needs is a daunting task. To help learners in this process, we have come up with 'Must-Watch Online Learning Providers in India' that are reaching out to every nook and cranny of the country with their innovative learning programs.

Enjoy Reading.

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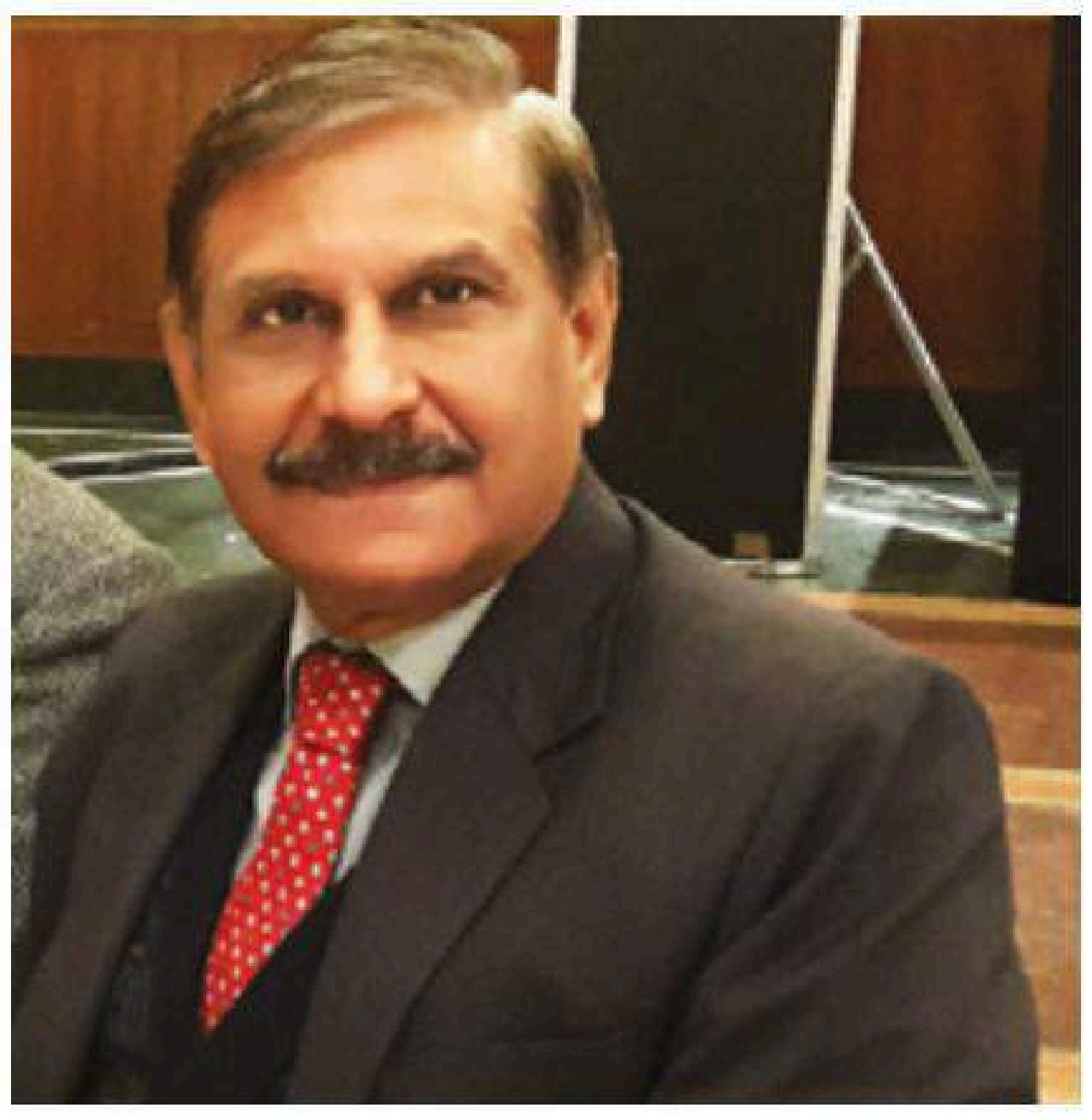

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EDUCATION'S NEW AVATAR

Shubhra Ranjan,
Co-Founder & Executive Director, Shubhra Viraj EduTech Private Limited

Shubhra is a pedagogist par excellence and one of India's most well-recognised academicians and policy influencers in Political Science and International Relations. She is considered a role-model, coach and mentor by millions of youths across different geographics and educational backgrounds. Her lucid exposition of even complex and abstract ideas equips students across all academic backgrounds to articulate their thoughts persuasively. In addition to Civil Services, her counsel is highly sought after by budding social entrepreneurs, panchayat leaders and members of parliament/legislative assembly. The impact of her pedagogical methods can be measured by her students' unrivalled UPSC selection success rates and achievement track record in their chosen pursuits. Prior to co-founding Shubhra Viraj Edutech, she was part of the top faculty team at Vajiram & Ravi. She has also taught in various Delhi University colleges and worked as a Research Associate at the Indian Institute of Public Administration (IIPA).

> Being a welfare state and committed to distributive justice, India will always need a substantial number of government officers

EdTech is like the idea Victor Hugo talked about - its time has come, and no force can stop it. It has revolutionized industries across board and the education sector is a telling example. From its current market size of $700-800 million, India's EdTech industry is estimated to grow into a $30 billion industry in the next 10 years. The agility and dynamism shown by the EdTech sector in the face of Covid-19 pandemic has paved way for version 2.0 of academics and examinations.

The Future of Government Exams

Let us look at the current scenario. Since 1991, the state has been steadily paving way for private players while continuing to play the regulatory role. Privatisation, along with digitisation and automation, has led to a decline in the number of government job vacancies. For e.g., we see how the introduction of GST automatized tax collection and trimmed the IRS vacancies. The shift to e-governance and other associated dynamics will subsequently create a domino effect in the current government exam

syllabus and set in motion a renewed assessment and examination pattern. The nature of government jobs will change, and it will demand aspirants to be equipped with new skill sets.

However, it won't be wise to conclude that the government jobs will disappear in future. Being a welfare state and committed to distributive justice, India will always need a substantial number of government officers. Almost 25% of India's rural population lives below the poverty line and in states like Chhattisgarh and Jharkhand, a shocking 45%. Not just that. The pandemic has aggravated the income inequality prevalent in India. While the number of Indian billionaires jumped from 102 to 140 last year doubling their wealth to $596 billion, 75 million more Indians slipped into poverty because of Covid-19 recession. The state will relentlessly pursue its mission to address these concerns and therefore will require more people. Moreover, India being the seventh largest country in terms of size demands a mammoth bureaucratic framework. The pandemic has further highlighted how important the state is. So, as the state works towards building capacities and meeting aspirations of our dynamic demography, the number of government jobs are not going to decline . Processes might be outsourced but regulations will always be government's functional sphere.

EdTech is the future

The EdTech sector witnessed a major boom during the pandemic as it created an ecosystem that offers multiple opportunities to learners. With technology, the entire process of preparation becomes easy and readily available to the students - right from offering a whole spectrum of solutions on how to crack examinations, to useful note-taking techniques, to the art of answering. The availability of online study material combined with online mock tests, question banks, and interactive videos are helping candidates practice, gain confidence and improve their results.

India's robust IT infrastructure, availability of cheaper devices and data packs are adding momentum to this trend.

How will EdTech enhance learning?

UPSC aspirants in India usually shift to the cities like Delhi, Hyderabad, Pune etc to study at the best coaching institutes. However, it is not easy for students from economically underprivileged families to bear the financial burden related to logistics . Such students can now access quality coaching remotely, thanks to technology which has created a world sans borders. By eliminating a plethora of costs and making learning affordable, technology has become an equalizer. It also makes it possible for the aspirants to be with their families while preparing for any competitive exam. And, the psychological support a family provides plays a huge role in achieving success.

Technology has made it possible for the students to access the best of teachers in the world. A few years back it would have been unimaginable for a student to be tutored remotely by a Professor at Stanford or Oxford. Today, a wealth of academic discourse is available online on platforms such as YouTube. Another distinct advantage of EdTech is the improved quality of education. Blackboard learning has made way for tech-intensive online classes which are more interactive and academically engaging. Yet another advantage of EdTech is the 'on-demand' format that it provides – be it the choice of time; space; pace of learning or the subject.

EdTech is undoubtedly a sunshine industry which will contribute to a stronger and more efficient economy in future. India is a developing country and not everyone has access to technology yet. This is where corporates can step into partner with the state. EdTech holds the power to democratise the education space and therefore India needs to earnestly tap its potential. However, it must be understood that the technology will in no way undermine the role of a teacher. It can at best assist a teacher. Ultimately, what matters is a teacher's quality , without which technology is futile. ●

ACADEMIC PROFICIENCY ALONE IS NOT ENOUGH, LIFE SKILLS ARE A MUST

C P Joseph,
Principal, The Gera School, Goa

Mr Joseph has been in education for thirty years in schools of great repute across the breadth of India: St Paul's School (Darjeeling), Wynberg-Allen School (Mussoorie), and Indus International School (Hyderabad) to name a few. He has spent about half of his career in Leadership positions in Educational administration. Mr Joseph's vertical and horizontal range of experience in traditional and International curricula (IB and CAIE) across different levels has helped him immensely in understanding the requirements of students at different levels and in deciding benchmarks for the students. As a result, he has shaped institutions and their systems to achieve demonstrable outcomes in Academic Discipline, Staff Teaching Standards, Pastoral Care and Whole Education.

> “Life skills are abilities for adaptive and positive behaviour that enable humans to deal effectively with the demands and challenges of life”

Education – it must be a given – must prepare us for life and for living. It prepares us for life for it gives us the probably the first in the list of wherewithal for doing well in life and fully utilising the potential we have. (If present day education does not do that, we’ll remember Mark Twain, but still give education the primacy it deserves; for education that does not deliver what it should, should not be called education so that the word rightly recalls associations of nourishment, nurture, and bringing up with care.

Education prepares us for living since education must surely mean more than academic or technical qualifications. Education must prepare us for what a VUCA life – forgive me the cliché! – brings us. And that’s where Life skills come in.

But what are life skills? A good working definition is provided by Wikipedia: Life skills are abilities for adaptive and positive behaviour that enable humans to deal effectively with the demands and challenges of life.

Life skills help you to get the most out of life because they are the skills and competencies that help you navigate life’s journey successfully and provide you with happiness, contentment and fulfilment.

Life Skills can mean different things to different people. So right from tying shoelaces to being able to cook a decent meal, from learning literacy and numeracy skills to learning to avoid sinking into depression in a crisis, Life skills can change according to the person and change according to the time in a person’s life. Each phase may require its own unique set (and some common ones).

In 1999, the World Health Organization identified six key areas of life skills:

- Communication and interpersonal skills.
- Decision-making and problem-solving.
- Creative thinking and critical thinking.
- Self-awareness and empathy (they themselves being two important parts of emotional intelligence).
- Assertiveness and equanimity, or self-control.
- Resilience and ability to cope with problems.

But while these social, individual and reflective skills help us lead meaningful lives, they also can actually be Life-saving skills.

Let me give you a few examples:

a) Aron Ralston was trekking in Utah, USA, when a huge 800 lb boulder pinned his right arm and had him trapped. Aron had with him only one litre of water, two burritos and a few chunks of chocolate and a video camera but no way of contacting anyone. Aron refused to consider suicide though he spent five full days in that state. Finally, he used the boulder to snap the bones in his shoulder, and walked to his rescue.

b) When Nokia led the mobile markets and, later, when it diversified into being a successful service provider, design thinking was one of the key factors responsible for its success. Design thinking was also instrumental in Tata successfully bringing out the Nano. (Subsequent unsatisfactory responses to design flaws and the flawed advertising should not detract from the achievement of the Design and production teams.)

c) Martin Luther King's famous 'I have a dream' speech played a big role in the Civil Rights Act and the Voting Rights Act being passed by the US Congress.

d) During the COVID lockdown, those people who survived it – and helped others through it – at professional, mental and emotional levels were ones who showed empathy, positivity, adaptability, resilience, creativity, and personal belief.

In each of these situations we see different skills and competencies being used effectively to benefit oneself and others.

a) Ralston displayed grit, belief, purpose to stay alive. He has been an inspiration to many others. When Viktor Frankl and Elie Wiesel (Read the books 'Man's Search for Meaning' and 'Night') were at Auschwitz (and Buchenwald), they never gave up hope. They showed enormous tenacity and courage to survive their heart-wrenching ordeals but went on to display empathy, forgiveness and determination to be magnificent examples of what it means to be human and help others heal, and ensure widespread awareness of the depths of human cruelty. Both were separately awarded the Nobel Peace Prize.

b) (Nokia and Ratan Tata) - Steve Jobs, Dhirubhai Ambani, JRD Tata, leaders (at different levels) of successful companies and organizations displayed an entrepreneurial mindset and demonstrated qualities of motivation, grit, innovation, critical and divergent thinking to lead teams and create not just wealth but opportunities and a host of tangible and intangible benefits for others.

Often, we see people without technical expertise in one particular field still lead a team of teams splendidly. Their academic learning in school and at their professional training institutes helped but it is their Life skills that prove decisive in a crisis, in planning for the future, and in day-to-day functioning.

c) Consider communication skills. Are we not using some sort or degree of communication skills and more pertinently persuasive communication every day, and many times a day. One word in anger or impatience or immaturity or impulse, and the damage could be irreparable.

What use of all the qualifications and other impressive credentials if we have not one of the basic competencies needed to get along and do well: effective communication? (Watch the film '12 Angry Men' to see a classic example of persuasive communication.)

d) An education that provides one with (only) the technical knowledge required to do one's work (e.g. that of a doctor, engineer, artist, HR manager, writing for media, software development) is not to be entirely discounted. But life is nothing if not unpredictable. And since they are no birds in last year's nest, we must be able to adapt.

How does only academic proficiency (School education + an IIT degree / degree in Medicine / MBA, etc.) help us to successfully woo someone and then keep the marriage stable yet fresh over a lifetime, build loving relationships with children and family members and others, death, divorce, loss of a loved one, a personal crisis, retrenchment, non-success at work, a terminal disease, build a personal vision for oneself, keep one creative and innovative, help one to be a servant leader or discover one's 'true North'…? It simply can't. Academic proficiency is good but if that is the only string in our bow, it will prove very inadequate in a world as complex and diverse and ever-changing as ours. Think about this: What use learning the mysteries of the atom but not the wisdom to harness its energies for the good of men and mankind? Has not history taught us this stern lesson?

It is this education that is holistic and prepares one for life and for living that must be taught in every school everywhere to give every child the wherewithal to make human potential flourish. ●

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March 2020.

10 MUST - WATCH ONLINE LEARNING PROVIDERS IN INDIA

One of the few industries that witnessed growth during the pandemic is Online Learning. Industry reports estimate that the online market will grow ten times over the next five years to reach USD 5 Billion by the financial year 2025. The paid users are expected to increase from 1.2 percent to 8.1 percent during this time. Eyeing this large customer base, many companies have mushroomed all over the country, offering various programs. To help learners pick their choice of learning platforms, we have come up with '10 Must-Watch Online Learning Institutes in India.' We hope that our efforts will help the students to make informed decisions about the study destination in the digital world.

Asian College of Teachers

Website: www.teacherstrainingmumbai.com

Leadership: Dr. Sanjib Chakraborty,
Founder & Chairman

Headquarter: Mumbai, Maharashtra

About the Institute
ACT has been contributing significantly to the field of teacher education to produce quality teachers in the pre and primary segment, who can thereby relish the absolute opportunity to sow seeds of effective education and shape effective classroom environments for their students.

Buddi.life

Website: www.buddi.life/student/home

Leadership: Uday Shankar, CEO

Headquarter: Chennai, Tamil Nadu

About the Institute
Buddi.life is an online Micro Learning marketplace, offering live video teaching services at module level from teachers. Once courses are completed, Buddi certifies using buddiCERT, a Blockchain-based certification platform.

DataTrained

Website: www.datatrained.com

Leadership: Janardan Tiwari, Founder & CEO

Headquarter: Bangalore, Karnataka

About the Institute
DataTrained is an ed-tech company with the sole aim of imparting quality programs in emerging technologies like Data Science, Analytics, Big Data, Artificial Intelligence, Machine Learning, Cloud Computing, Development, DevOps, Digital Marketing, Management, Engineering and many more.

EduBridge

Website: www.edubridgeindia.com

Leadership: Girish Singhania, Founder & CEO

Headquarter: Mumbai, Maharashtra

About the Institute
EduBridge helps the unemployed youth to understand their strengths, build tomorrow's skills needed by recruiters and secure employment with them, thereby building sustainable careers for its beneficiaries.

Henry Harvin

Website: www.henryharvin.com

Leadership: Kounal Gupta, CEO

Headquarter: Noida, Uttar Pradesh

About the Institute
Henry Harvin Education is a distinguished and amongst global few Competency Development Organization, offering focused Learning Solutions those cater to diverse audience from industry and academics.

Learnbay Data Science Institute

Website: www.learnbay.co/data-science-course/

Leadership: Krishna Kumar, Founder & CEO

Headquarter: Bangalore, Karnataka

About the Institute
Learnbay is specialized in providing personalized courses in data science and artificial intelligence, which have helped several talented aspirants from different parts of the world to launch their career in Data Science successfully.

M Learning

Website: www.m-learning.in

Leadership: Sundeep Gupta, Founder Director

Headquarter: Bangalore, Karnataka

About the Institute
M Learning provides the video lectures, e-study material and online test platform, designed for the preparation of entrance exam viz IIT-JEE, NEET and NTSE along with Board and School Examinations.

Simplilearn

Website: www.simplilearn.com

Leadership: Krishna Kumar, CEO

Headquarter: Bangalore, Karnataka

About the Institute
Simplilearn is one of the top online bootcamps and one of the world's leading certification training providers. The institute partners with companies and individuals to address their unique needs, providing training and coaching that helps working professionals achieve their career goals.

upGrad

Website: www.upgrad.com

Leadership: Ronnie Screwvala,
Co-Founder & Chairman

Headquarter: Bangalore, Karnataka

About the Institute
upGrad is an online higher education company providing programs in Data Science, Technology, Management and Law, to students, working professionals and enterprises. It has on-boarded over 40,000 paid learners while impacting more than a million individuals, globally.

Unacademy

Website: www.unacademy.com

Leadership: Roman Saini, Co-Founder

Headquarter: Bangalore, Karnataka

About the Institute
Unacademy is one of the largest learning platforms in India with a growing network of 60,000+ registered educators and over 62 million learners. With education being imparted in 14 Indian languages to learners across 10,000 cities, Unacademy is changing the way India learns.

10 MUST - WATCH ONLINE LEARNING PROVIDERS IN INDIA

Asian College of Teachers

Upskilling Educators Across the Globe

Technology in classrooms can be better than the stereotypical cell phone going off in the middle of class. It can be an effective tool, both in terms of pedagogical resources and connecting with younger generations. However, the skills of the teachers will matter more as they need to be well equipped to adapt to the current learning environment and create engagement in virtual classrooms.

It is always easy to adopt technology but challenging to adapt to evolving teaching methodologies. As the COVID-19 pandemic has significantly disrupted education across the globe, the impact of the technology has been massive. Many institutes struggled to adjust to the new norms of education. However, for the Asian College of Teachers (ACT), it was more or less an easy transition to shift to the online format completely, as it was always into online learning much before the pandemic. In fact, the institute has always been committed to making a learner's journey outstanding by providing an actively engaged experience throughout by integrating ICT into their course design.

Dr. Sanjib Chakraborty,
Founder & Chairman,
Asian College of Teachers (ACT)

> “We aim to produce future teaching/training experts with a unique set of abilities to teach learners from diverse backgrounds”

ABOUT

DR SANJIB CHAKRABORTY,
FOUNDER & CHAIRMAN, ASIAN COLLEGE OF TEACHERS (ACT)

Dr Sanjib Chakraborty, Founder & Chairman, Asian College of Teachers, is a Ph.D. in Management Science from the University of Hertfordshire, the UK with two Masters - in Education (M.Ed. in Curriculum & Instruction Design) and Business Administration. He is a Diploma holder in Learning & Development, CIPD, UK, a Certified L&D Practitioner from TAP Academy & British Institute of Learning & Development, UK, and a Certified Trainer from Singapore Institute of Management, Singapore.

Dr Chakraborty had been a lecturer at a University in Bangkok, Thailand, and presently lectures at several international universities in Asia. He is an ardent facilitator and an avid traveler who has been to more than 41 countries conducting workshops and creating engaging learning experiences through custom-made Learning and Development programs.

He has been awarded Indo-Thai Chamber of Commerce (Thailand) – Young Entrepreneur of the Year 2010 and also at the 26th Indian Achievers Summit New Delhi (India) - The Challenges of Economic Growth & Social Development Year 2010.

Helping Teachers create Innovative Learning Environments

ACT which started its operation in 2007, has a strong global presence today with an impressive 40,000+ alumni, 100+ courses, and an array of national and international awards and recognition in their kitty. The institute has been successfully providing high-quality courses in Pre and Primary, TEFL/TESOL, Education Management & Leadership, Counselling, SEN, and L&D domains, transforming aspiring teachers into competent teaching/training professionals preparing them to confidently face the challenge of the global classrooms. “We aim to produce future teaching/training experts with a unique set of abilities to teach learners from diverse backgrounds,” says Dr Sanjib Chakraborty, Founder & Chairman, ACT.

ACT believes in making its courses available to teaching professionals across the globe and providing them with outstanding learning and employment-related courses in the

ASIAN
COLLEGE OF
ACT TEACHERS
Teach & touch lives
Program supported by

field of pre-primary, nursery, Montessori education, TEFL, special education, education management, counselling, L&D, bachelor's and master's level courses. "We help them to not only lead them towards a successful teaching and training career but aid them in making a strong impact on individual lives and society," opines Dr Sanjib.

Having been into online learning from the beginning, ACT has had its fair share of sceptics who had doubts about pursuing courses online. Now, students and teachers have adapted to the emerging digital trends in education in a big way, and they are more than willing to go for online education, which will change the way they study, learn and usher in a new era of teaching and learning. Before the pandemic, ACT was a lot into in-class training, and post-pandemic, they had shifted to live online classes. They had to face a lot of obstacles as a complete shift to live online classes is easier said than done. But this has been a learning experience for them as they learned new skills, came up with new solutions, and they have handled the crisis well and faced adversity with great fortitude. There has been a dip in revenue, but not in the number of enrolments as people used the lockdown period to reskill themselves. A huge number of teachers joined their Virtual Online Teaching (VOLT) Program.

Connecting Teachers through user-friendly LMS

ACT's course content is drawn on researches, and their course developers are experienced in relevant fields who constantly work on pruning and presenting content that aligns with contemporary learning with a deeper understanding of the target audience. The course materials provided are relevant and thorough, which develops the professional skills of aspiring teachers and reshaping them as confident teachers and trainers. The curricula are drawn up with today's teachers and trainers in mind. Online trainees get access to ACT's Learning Management

Symposium On
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System (LMS) and are given a unique user ID and password using which they can access the course materials from anywhere. “Our course content introduces the trainees to a broad range of current theories and practices covering major aspects of teacher training, allowing them to grasp ideas and knowledge at their own pace,” says Dr Sanjib.

Communication has been the key despite the trying times for ACT. Uncertainty around the pandemic has kept the morale low, but they kept on connecting digitally as much as they could. Everyone communicated on Google Talk, WhatsApp, and emails were exchanged for official communication. They had regular Zoom meetings and shared information on their company Facebook and Corporate Communications Group to do a small bit to help build the mental support system, trust and strengthen the connections among the employees.

ACT is connecting with schools and conducting virtual Continuing Professional Development (CPD) Webinars. They are marketing through their school network, around 600+ schools in Asia, since they cater to a niche segment

ASIAN COLLEGE OF TEACHERS
ACT
Teach & touch lives.

of education, i.e., teachers. “Start-ups that are into K-12 Education should look at mass-scale social media reach. Online education is here to stay, and I see a brighter future as far as online learning is concerned. It is a growing field with abundant opportunities. The Coronavirus pandemic has accelerated the process and changed education in a big way,” opines Dr Sanjib.

Online learning has become a vital part of the modern educational landscape, and ACT is working on it to make their courses accessible to everyone across the globe as well as affordable through their own LMS system, which they can pursue from the comfort of their homes and get closer to their dream careers. ACT aims to transform teacher education by exploring e-learning in a whole new light by providing Live Online and Online courses alongside a wide range of CPD Webinars. “We are getting into higher education in the teaching arena in collaboration with international universities. We are coming up with a lot of high-quality programs which are affordable and accessible from any corner of the globe,” concludes Dr Sanjib. ●

IF SOFTWARE IS LIQUID, HOW CAN THE ROLE OF A DEVOPS ENGINEER BE ANYTHING LESS THAN FLUID?

Kavita Viswanath,
General Manager -India, JFrog

Kavita has over 20 years of experience in leading Enterprise Sales, Alliances, Strategy & Planning for core technology & e-commerce companies. As General Manager for JFrog India, she manages India Business and Operations including R&D, Support, Sales & Marketing, Finance & Operations. Before joining JFrog, she worked with the Flipkart Group, where she was associated with various businesses including Made in India brand Billion and also with Flipkart Ads as the Head of Planning & Strategy. Her most recent stint with them has been leading Global Sales at Myntra, for their AI-based SaaS product.

> Contrary to popular perception, just knowledge in coding and scripting is not sufficient for a 'quality DevOps engineer'

Do you know that Netflix updates are running in the background while you are binge watching Money Heist or your favorite series? And thanks to that update program that has been worked on by a DevOps engineer, you will be offered similar profile shows the next time you log on? DevOps has truly become a buzzword, especially of late as businesses adapt and learn to work in the cloud. But what does DevOps mean? Consisting of two words - development and operations - DevOps is an IT mindset that encourages communication, collaboration, integration, and automation among software developers and IT operations in order to improve the speed and quality of delivering software.

It goes without saying that DevOps engineers -those who straddle this space between development and operations have become an increasingly important tribe. Indeed, a recent CodeInGame survey of 15,000 developers and Human Resources professionals shows that "DevOps engineer" tops the list as the most in-demand developer job title of 2021.

As per IDC, the DevOps software market is projected to grow to US$ 6.6 billion by the year 2022, unlocking numerous career opportunities in the space. It stands to reason that leading job search portal, indeed.com has witnessed a 75% rise in listings of DevOps jobs while LinkedIn has recorded a 50% increase in mention of DevOps as a skill. The Indian market is no exception and there is a pronounced increase in search rates for appropriate DevOps courses among developers and fresh graduates as they understand the importance of this role.

So what does it take to become a DevOps engineer? Contrary to popular perception, just knowledge in coding and scripting is not sufficient

for a ‘quality DevOps engineer’. In addition to proficiency in the latest tech stacks such as Python, Node.js, Git, Jenkins and new processes such as multi-threading and micro processes, the number one skill for a DevOps engineer is strong communication and collaboration skills.

This is not surprising when you consider that a DevOps engineer is essentially breaking the silos of a pre- DevOps culture that still exists in most companies and seeking increased cross-functional cooperation. In fact, many would go on to say that a DevOps engineer is a multitasker with many responsibilities rolled into one.

Central to the role is the ability to solve organizational issues and improve business processes. That’s one of the reasons why a DevOps engineer’s experience of working on a wide range of projects is critical. Companies in the growth stage across sectors such as gaming, fintech, online delivery have particularly been known to make for impactful DevOps case studies and underline the kind of skill sets most companies want to invest in today.

When we look at the DevOps role, we are seeing a definite shift in the market from just senior managers to junior and mid level managers who have on ground experience of real world projects rather than just amassing course certifications. I would go one step further to state that even when pursuing computer science or software as a choice of subject, students should focus on experiential training/project work. This can make all the difference to building a successful career in DevOps.

Finally, remember if your aim is to achieve continuous improvement and continuous delivery, it is but natural to assume that the role of a DevOps engineer remains fluid and one where you are constantly learning with every new project. So, look to increase your value by never staying stagnant. After all, that’s the very essence of software as we know it today. ●

SEQUENTIAL GROWTH:
THE RISING WORLD OF MICROCREDENTIALS

Dr. Ajeenkya DY Patil,
Chairman, Ajeenkya DY Patil University, Pune

Dr Ajeenkya D Y Patil is an Indian educationist and economist. He is the son of D. Y. Patil. He is Chairman of the D Y Patil Group, Chancellor of Ajeenkya D Y Patil University and Pro-chancellor of the Dr. D. Y. Patil University.

> The rising demand for skill-specific courses directly serves the demands of an economy that believes in instant and readymade

As we're heading into a world filled with skill-specific demands, the pedagogy is destined to take a turn to a skill-specific supply as well. Over the last decade, we have witnessed a staggering increase in the number of micro-credential courses offered by online platforms and universities around the globe. According to some estimates, there are around 700,000 courses available online, in-person and hybrid mode. The numbers are bound to increase as employers are decreed to recruit more skill-specific individuals.

Traditional education focuses on the overall arch of an individual imbibing certain values and systems in the students. While such values are necessary, traditional education can be seen as a constraint for many students. Many students want to couple their traditional education with micro-credentials to increase their chances of employability. The rising demand for skill-specific courses directly serves the demands of an economy that believes in instant and readymade. Microcredentials are an investment of shorter units of time as many courses could be completed within a few hours and some can be completed within a few months. Most courses can be over within a year. It forces the value of time and gives the students chances to acquire multiple skill sets within a shorter period. Most importantly it allows the student to acquire specific skills that complement their degree education.

ADYPU has focused on building numerous micro-credential courses within its program curriculum. These are delivered through the provisions of offering electives, courses offered with industry tie-ups and courses through industry certification. The courses

are identified each year with respect to the surrounding environment keeping in mind the requirements of the industry and innovativeness that is the emblem of the university. The courses are diverse and students have the option of attaining university credential when they complete their courses. The sheer number and topic of the courses are staggeringly impressive. We have made sure that students acquire what is being expected by the global market. Universities around the globe are realizing the potential of skill-specific courses which cater to a new understanding of work where one needs to excel in a field and have multiple opportunities to grow within a short period.

Micro-credential courses are the drivers for change in higher education and are perfectly designed keeping in mind the needs of a modern student who wants to excel in various skills to stand out among a tirade of ordinary individuals. Many studies have shown that the market for these courses is going to double over the next five years. The lucrative model also provides universities with a chance to understand the rapidly evolving industry market that has taken a new turn since the pandemic collapsed the physical classroom model. A new approach could be a hybrid model which focuses on micro-credential courses but gives the students the option of taking up physical classes coupled with online tools. Such a model can be envisioned to enhance the capability of skill-specific education and make the next generation the first one to imbibe a new sense of excellence and responsibility that tackles new challenges creatively and innovatively. ●

UDX-S Series
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10
MUST - WATCH
ONLINE LEARNING PROVIDERS
IN INDIA

Buddi.life

Striving for an Affordable and Seamless Digital Education

According to UNESCO reports, close to 320 million students in India have been affected due to COVID-19 lockdowns, as schools and colleges have been closed since the first quarter of 2020. Unfortunately, the pandemic continues to make a significant impact on education systems worldwide. However, it has opened up new opportunities for EdTech companies to evolve and adapt to the new normal. Buddi.life is one such company that took mobile technology, video conference, and the messaging system to the next level and rescued teachers and schools. Buddi.life understood the need and importance of having an excellent platform to impart education and had all the ingredients to help educators throughout the country.

The founders of Buddi.life are accomplished professionals from the field of education and have direct involvement in delivering AI-based remote learning solutions to over 9000 schools. After adequately understanding the gaps in technology, learning methodology, and content,

Uday Shankar
CEO, Buddi.life

> Buddi.life platform and its concept of teaching are getting very good responses from the students. The concept and market have been tested, and we are looking for the next phase of growth which is the scale

they acted quickly to comprehend the flaws in the system. They came up with a platform that uses AI and machine learning algorithms to create unique courses, making learning personalized and adaptive to bring predictability to results. Today, Buddi.life plans to offer the service across the globe and reduce this digital divide as much as possible. "Buddi.life platform and its concept of teaching are getting very good responses from the students. The concept and market have been tested, and we are looking for the next phase of growth which is the scale," says Uday Shankar, CEO, Buddi.life. Launched in 2020, Buddi.life has been getting good traction and validation among educators and students. It has positioned itself for a stronger 3-4 times growth in the next few years.

With the right ingredients

Buddi.life delivery methodology is primary through video conference or live classes with students, allowing teachers to interact and provide feedback on a real-time basis and clear the doubts immediately. "Teachers can use various teaching aids like animated videos, smart content, video classes, feedback test to challenge the students and make sure they understand the concept well. Feedback happens on both sides to get validation of teachers and students and build a personalized dashboard," explains Uday.

At Buddi.life, content is created by teachers and approved by a special content approval team. "We provide four levels of content; 1 being the entry and 4 being the highest and most difficult for each category. This provides a challenging journey for the student to climb up the level ladder to achieve the best academic results," Uday shares. Besides, the company has been very particular while selecting its employees. They not only look for skills and proficiency but also assess each candidate on their attitude towards finding the right passion for making a difference in the educational space. "As the company grows, so do the employees in terms of responsibilities and rewards in various forms like stock options," adds Uday.

Mitigating the Challenges

Although online classes have proved to be a saving grace for students and teachers alike, Uday points out a few challenges. "A few open and well-known problems include lack of social interaction for the students with others, digital fatigue students undergo watching the mobile or laptop for a long time, adapting to a new way of teaching and interaction, harassment in a few cases and lack of mobile and other infrastructure in lower-middle-class families, slow mobile connection in the interior part of the country," he mentions. At Buddi.life, these concerns are kept in mind, as they understand the need for a different and innovative approach to solve and deliver the teaching. Thus, the company has introduced Micro Learning, a concept that allows students to learn small facts without enrolling for an entire course. It helps the learners to have a unique advantage both in terms of cost and learnability.

In this regard, Buddi.life has around 50 courses for school students with modules in Physics, Chemistry, Biology, Mathematics, English, Programming skills and many more. As the engagement increased, they also added courses including Programming languages like Java, .net, Foreign Languages, Personal Development techniques, Leadership development, Productivity tools, hobbies, etc., to include students from all walks of life and interest. "We strongly believe these new courses will add to a positive response and feedback from the students," says Uday. Using their Micro Learning technique, Buddi.life appeals to the new-gen kids by relying on marketing strategies on social media and other online platforms.

"The new generation is very digital savvy, and the acceptance of a new tool to the platform depends on how well it cater to the interest of the new-gen kids. Reviews play a vital role as many kids reply on the peer's feedback in selecting these platforms," shares Uday. Reviewing their content and constantly keeping in touch with the trends helps the company stay relevant and deliver. Uday opines, "Online learning and exposure should be a planned and measured process in all school curriculum. Schools should start moving to personalized teaching and measurement systems to get the best in every child. AI and ML will play a larger role in implementing these systems in schools."

> "Buddi.life has around 50 courses for school students with modules in Physics, Chemistry, Biology, Mathematics, English, Programming skills, and many more"

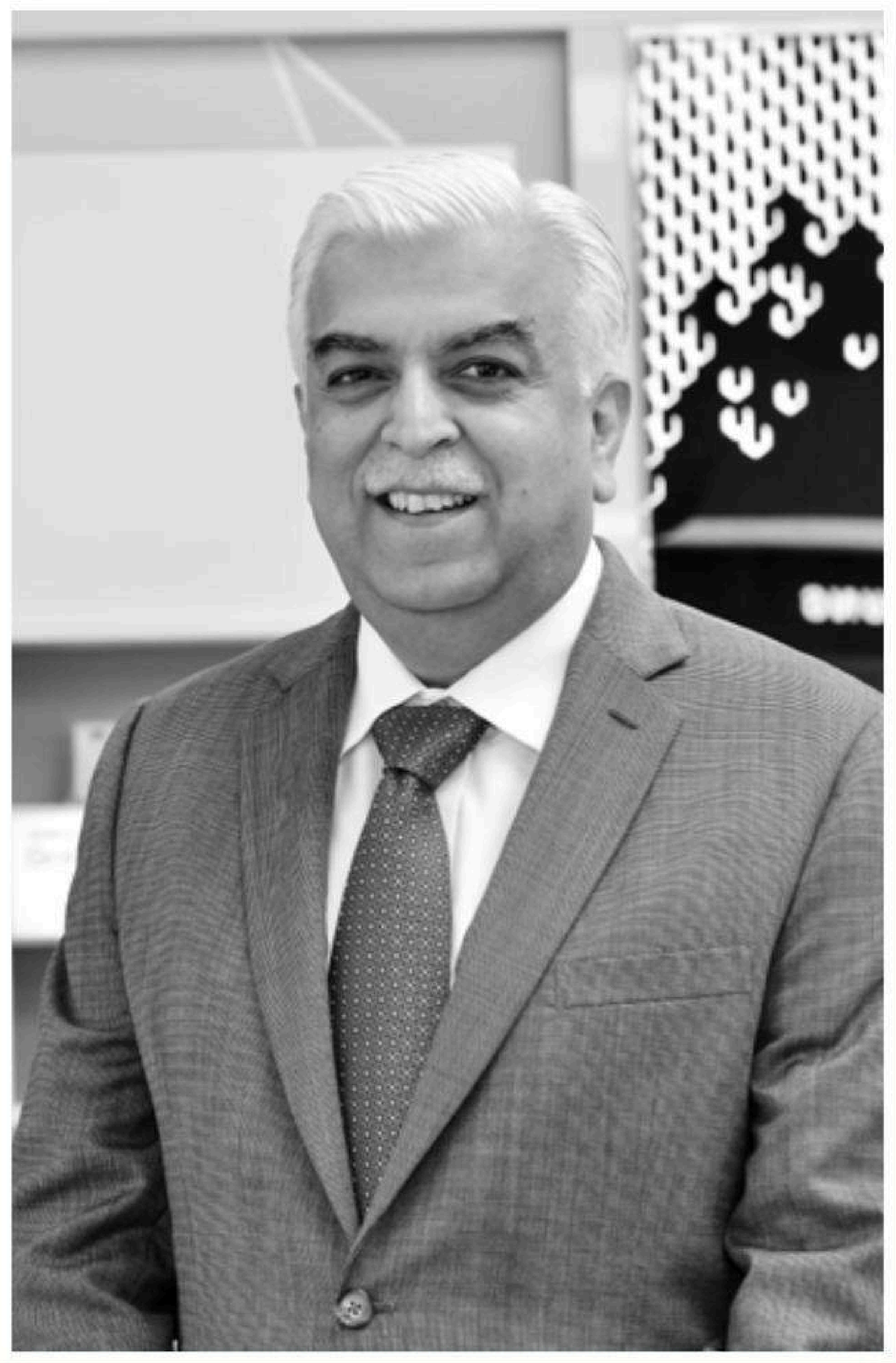
In populous and large countries like India and China, finding the proper resources can be challenging. Especially in education amid a pandemic, having access to a mobile or laptop and Internet connectivity can be a problem. In these hard times, Buddi.life believes that the system should cater to the lowest common denominator and deliver the content and service, even if the speed of the internet is slow. "The system should integrate already popular channels like Facebook, YouTube and WhatsApp to deliver the content and service. This helps more students get connected and benefit from," adds Uday.

Buddi.life team is very positive over the next 12 months, as they are making many features and expansion plans. New concepts like Round Table and Study Hall are under development to deliver the service to a larger number of audiences. More courses are also expected to be added at a very cost-effective price to make learning affordable and accessible to all. "We believe a poor or economically backward student should not lose out in learning. It should be affordable and available to a large sector of people," concludes Uday. ●

COACHING AND MENTORING – ITS CRITICALITY AND IMPORTANCE

Niranjan Gidwani,
Consultant Director, Member of the UAE Superbrands Council,
Former CEO of Eros Group Dubai

Coming from a humble, middle-class, extremely value-based background, Niranjan Gidwani is the Consultant Director, Member UAE Superbrands Council and Former CEO of Eros Group Dubai. Mr. Gidwani is known for his vision and his ability and expertise to build regional groups and organisations into brands. He is a degree holder in Mechanical Engineering and an MBA from the Symbiosis Institute of Management, Pune, India. He has also attended several top management courses at institutions such as the Indian Institute of Management Ahmedabad, the Seven Habits program under Dr Steven Covey and several others across the world. Mr. Gidwani has over 38 years of hard-core senior management experience with a strong exposure to handling international business.



> Finding the right mentor and then monitoring progress is a key role that the Board of a company or an educational institution needs to own and take accountability for

In the past seven to ten years, which have been the most disruptive on several global fronts, thousands of CEOs, senior managers, heads of educational institutions across the globe have retired from the corporate world and from their respective fields at the young age of between 60 – 65 years. Most of them have spent almost four decades in specialized and general management positions across large and small corporations, elite institutions across various parts of the globe.

With health, medical care and wellness having attained significantly better levels, it is becoming apparent that, at this stage of their lives, these leaders, heads and educationists clearly have at least another five to ten years of work inside them. A large majority of these people know what it is like to run businesses, to run institutions, and to tackle the challenges of building businesses. Over their almost four decades of work, they have gained functional expertise in strategy, finance and accounts, budgeting, packaging, branding, sales, human resources, governance, legal matters, and they have "been there and done that" in the areas of general management.

If one were to look at the last 50 years of the development of the world, and then closely observe just the decade, a few things that are all coming together at the same time are:

- All those entrepreneurs and business owners who started 50 years ago in their mid to late 20s, are now coming close to their mid to late 70s. Quite a few of these are in exit mode, or planning their exit.
- Major gaps in thinking processes of the previous generation of owners and their educated and tech-savvy children
- Supply chain, distribution, channel management, brands wanting direct presence and more control – all possible mutations have sped up
- Rapid onslaught of online
- More and more start-ups causing huge disruptions to existing business models
- The global world turning more and more multi-polar and fragmented
- Almost two years lost due to the global pandemic

Keeping all the above factors in mind, there are two very clear and distinct areas where mentoring can

and will play a serious role – in the world of business, and in the world of new age education.

Therefore, is there a possibility of getting these experienced people in their early to mid 60s to mentor the young and newly appointed successors? Is there an opportunity to bring together the energy of the young successors and the experience of the older mentor in a non-threatening manner for the benefit of all the stakeholders?

The answer is a resounding yes. Finding the right mentor and then monitoring progress is a key role that the Board of a company or an educational institution needs to own and take accountability for. The same would apply for the running of a city or a nation.

If one were to try and define the role of a new incumbent head of any organization or institution, the following key areas would stand out:

- Any new and incoming head would need to be held accountable to the Board and the investors. Therefore, developing the right indices for each business function, managing the capital invested. and then holding all accountable to achieve these is critical.
- The new head has to see himself or herself as the Ambassador of the company and its business, irrespective of how large or small the business maybe. The Ambassador would, and needs to be perceived as a just Ambassador, both inside and outside in various forums.
- Every business or institution has a culture, and the role of any head is to develop this culture. The culture of the company needs to be managed well.
- Every business needs a strategy to be planned, and then to be explained to and be understood and accepted by the board before being rolled out in a sustained manner, with frequent reviews.
- Succession planning from a team and structure perspective. And also a succession plan to include new vendors and new products to meet and exceed the expectations of the customers.

Good, ethical, professional mentors will play a very crucial role over the next 5-10 years. A good mentor will ensure that any new head will build good governance and transparent practices in the organisation.

Most businesses, irrespective of the sector they are addressing, need a strong connect with the external world. These connections could be with bureaucrats, politicians, environmental activists or the local councilor. A strong and experienced mentor will have the patience to support the new head to handle these external challenges.

Most young heads are likely to be inexperienced when it comes to handling litigation. Even though there are legal departments to handle such matters these days, the onus of giving the final call needs to be trained and mentored into the new leaders.

A combination of youth and experience will always be a win-win for all instituions. If we have to draw a parallel from the world of soccer or cricket, while the Captain and his team are rushing to shoot goals or score runs, the mentor or coach will be standing on the sidelines guiding the players and helping to protect either the goal or the wickets.

Being a coach or a mentor is a serious responsibility – to leave a legacy of a new, more intelligent, more capable generation of leaders, who in turn must play the same role in the future, so that the relay race is always run well – at all times. And that the bench strength is always very good. Whether it is with traditional business models, or disruptive start-ups in any sphere of life.

Remember, the 60s are the new 40s. ●

MUST - WATCH
ONLINE LEARNING PROVIDERS
IN INDIA

DataTrained

Helping you Climb the Career Ladder

Leaving almost three-fourth of the world's students out of school during the pandemic, the majority of educational institutions adopted a live lesson streaming procedure to ensure that learning never stops. Technology played a vital role by empowering teachers and learners with the concept of virtual learning through live and pre-recorded videos. The COVID-19 pandemic has accelerated the digital transition. Today, meetings, social events, and other large gatherings are moving to online alternatives to practice social distancing and reduce the risk of spreading illness. An increased reach for learning is necessary to allow greater access to online resources for students who may not have any. A tech-driven company, DataTrained always believed that technology needs to be integrated into the curriculum instead of viewing it as an add-on. "We not only helped universities and colleges to empower their educators to take their delivery online but also launched multiple certification programs to make sure that the learners are job-ready even during these tough times," adds Janardan Tiwari, Founder, and CEO, DataTrained.

Janardan Tiwari,
Founder, & CEO

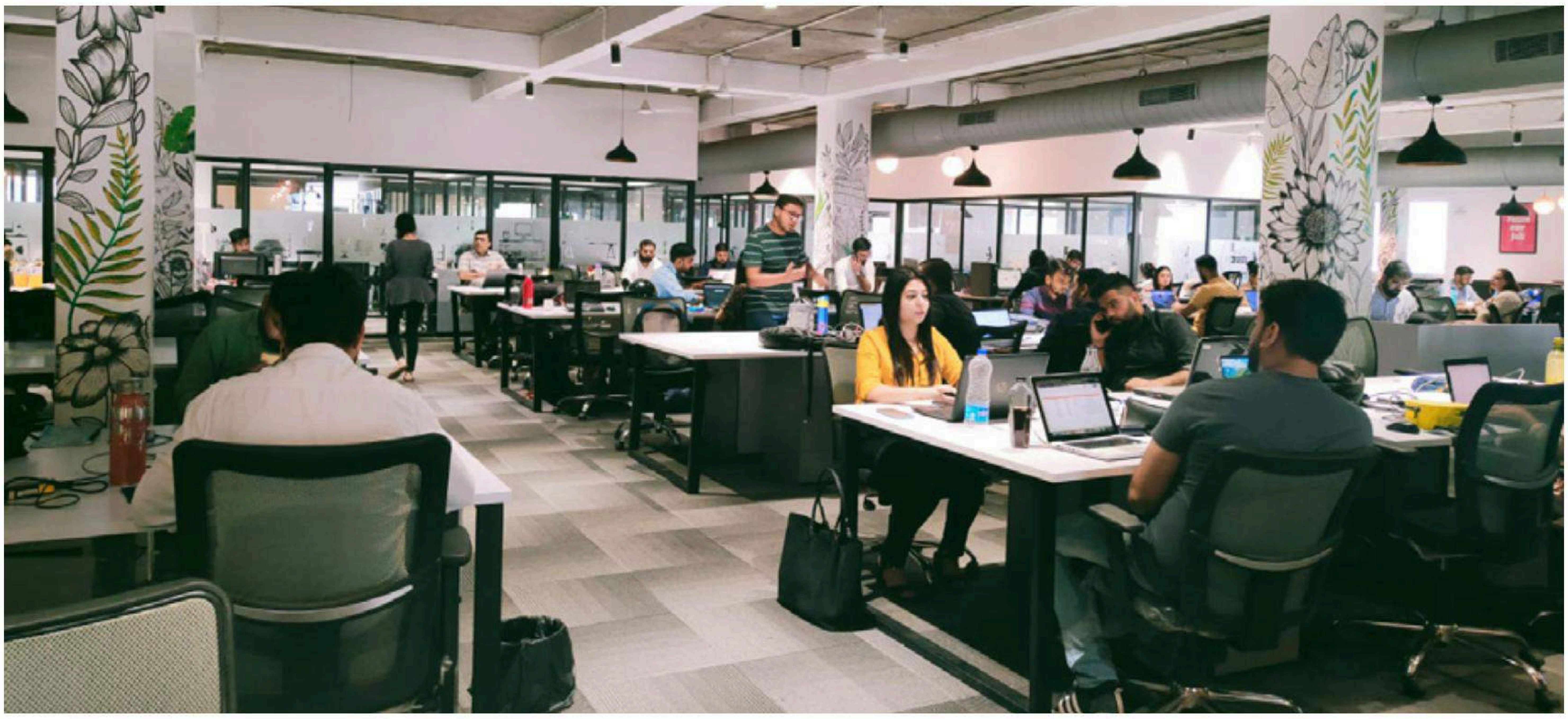
> We have been able to upskill thousands of students. Unlike other Higher Education Institutions, we are focusing more upon upskilling our youth in industries with higher employment opportunities

> “Delivering more than 100 online live sessions a week, DataTrained's revenue has increased by more than 10x in the past year”

DataTrained was founded in 2012 with a vision to open access to key knowledge, tools, and inspiration to everyone who wants to learn from wherever they are. They are focused more upon enriching the aspiration of the 2nd and 3rd Tier student community who have got limited access to resources and quality education. Creating a pool of Edupreneurs across the length and breadth of India, DataTrained aims to add a plethora of jobs in India and abroad in the next few years. Janardan shares, “We have been able to upskill thousands of students. Unlike other Higher Education Institutions, we are focusing more upon upskilling our youth in industries with higher employment opportunities. Our recent programs in Investment Banking, Ecommerce, Human Resource Management, and Job Linked Management programs are testimony to our vision and mission”.

Enabling Skill Development

The courses at DataTrained are designed to empower working professionals to develop relevant competencies and accelerate their career progression. They have programs in emerging technologies like Data Science, Analytics, Big Data, Artificial Intelligence, Machine Learning, Cloud Computing, DevOps, Digital Marketing, Engineering, Investment Banking, E-commerce, Operations Marketing, HR Management, and People Analytics, to name a few. DataTrained always believed in Project-Based learning, i.e., developing your skills through practical work and application. “We have partnered with multiple organizations that provide internships to our students. Workplace experience, whether paid or voluntary, is one



of the most successful ways for current students to gain that fierce edge in the employment market; it imparts the proof that you have the skills, capabilities, and mindset the employer wants," explains Janardan.

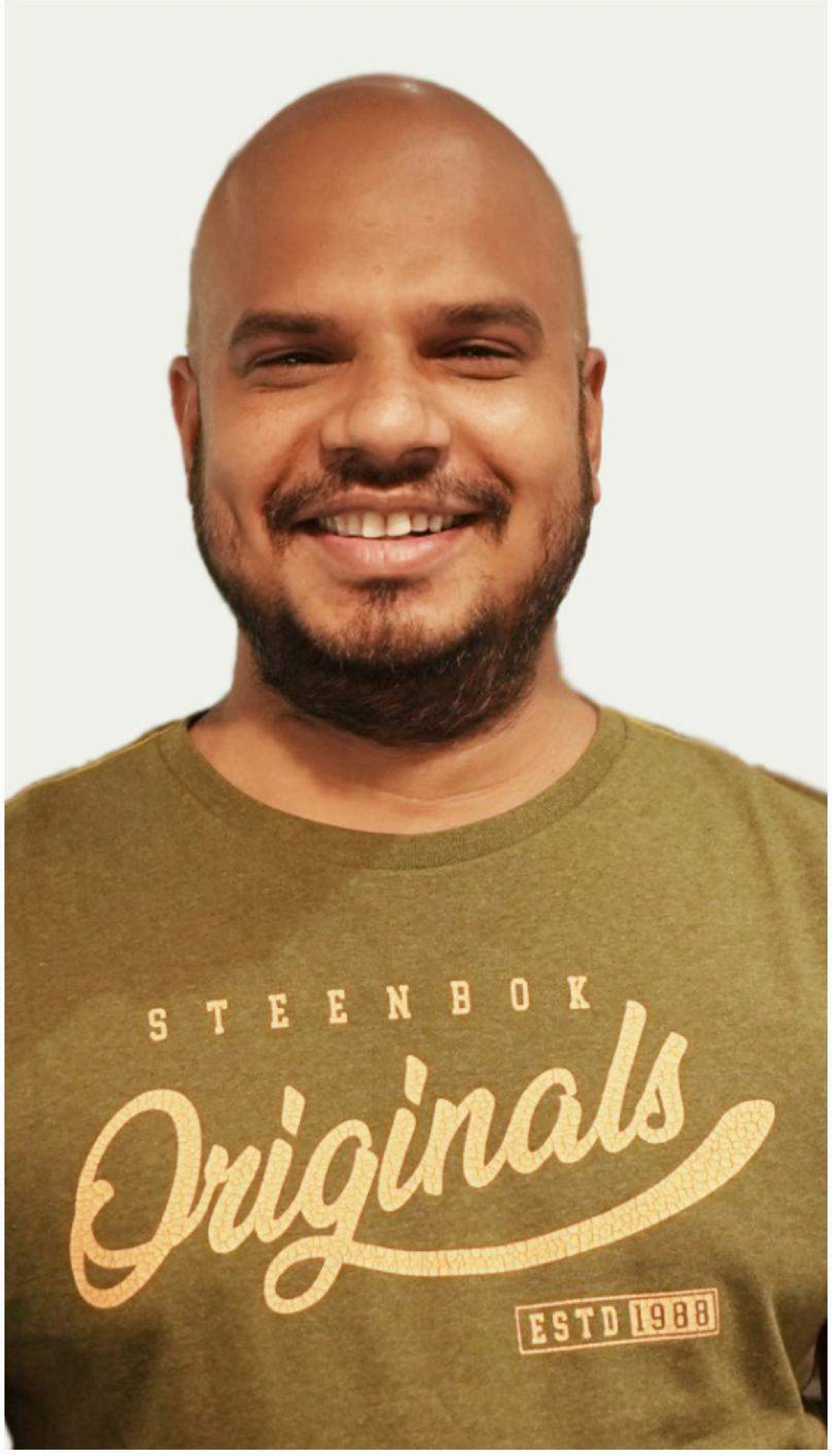
The content at DataTrained is created by some of the brightest minds in the country. Their courses are designed in such a way that the student never feels isolated. Focusing on building a strong community, DataTrained is cultivating more interaction between the trainers and the student and among the students themselves. "At the beginning of every module, we discuss the problem statement. Starting with a question helps students understand the reason why are they learning the specific concept and thus focus on the practical implications of the same. When clubbed with quizzes, tests, Group discussions, and many more interactive projects, the whole learning experience becomes state of the art," says Janardan.

Strongly believing that the key to long-term success is treating everyone like family including employees and customers, DataTrained's workspace has multiple generations working together, which brings a variety of working styles and motivators to the workplace. Their Contemporary engagement strategies include experience-based rewards, authentic career conversations, exploratory exit connects, and end-to-end plans that touch every crucial point of the employee lifecycle, and if there is one element that is emphasized throughout, it is the human element.

Bringing Knowledge and Skill Together

Companies don't have time to wait for a fresh crop of students to graduate. As with any new skill that grows in relevance faster than graduates are leaving school with the right degrees, it leaves companies with a shortage of qualified candidates. It is quite evident that there is a huge gap between what companies want and what the current education system offers. DataTrained has always worked on bridging this gap. "We believe in creating a strong link between what happens in the classroom and outside the classroom. We are not competing with the colleges but working with them instead," opines Janardan.

Delivering more than 100 online live sessions a week, DataTrained's revenue has increased by more than 10x in the past year. As the economy picked up post lockdown, DataTrained aspirants successfully secured more than 300 job offers merely in the last quarter, with the highest package of 17 LPA in the Data Science and Artificial Intelligence domain, 14 LPA in Full Stack Development, 11.2 LPA in Blockchain, 9 LPA in Investment banking, 7.2 LPA in HR operations and 6.5 LPA in E-commerce Operations and Marketing. They have around 65000 active learners on their platform and a pool of 200+ trainers to support them.



Moving from the traditional face-to-face education provides better learning some believe digital learning is more interactive and, therefore, more engaging for students, DataTrained chose to adopt Blended Learning as they saw how the students would benefit from the best of both worlds. Datatrained has already partnered with multiple universities both in India and abroad to provide highly interactive elements both in classrooms and in remote settings. "The next 12 months are going to be very exciting for us. While the academic reputation and exposure to global opportunities are gaining importance, the opportunity cost associated with education remains huge. With India being the primary focus, we are also looking forward to expanding network in the US, Canada, UK, and APAC region as well," concludes Janardan. ●

DO YOU KNOW WHY ECONOMICS IS THE MOST SOUGHT-AFTER DOMAIN AFTER TECHNOLOGY AND MEDICINE?

Dr Swaranjeet Arora,
Professor and Head of the Department, School of Management & Liberal Studies, The NorthCap University, Gurugram

Dr Swaranjeet Arora is faculty in finance and accounting area with more than twenty years of work experience. Currently, she is Professor and Head of the department at School of Management, The NorthCap University, Gurgaon. Prior to this she has served in Prestige Institute of Management, Indore; SVIM Indore and IIM Indore. She has done her doctorate in management and postgraduation in finance from Devi Ahilya vishwavidyalaya, Indore. She is also qualified Certified Management Accountant (CMA) from Institute of Management Accountants, USA and UGC-NET (Management). Her doctoral work was in the area of risk management system in banks. Her doctoral dissertation has been published by the Journal of Finance India. She is recognized PhD guide in faculty of management at DAVV, Indore; ITM Raipur; Pacific University, Udaipur and The NorthCap University, Gurgaon.

> Companies are always looking for better ways to make their value proposition more clear and compelling, which is why skilled economists and economic analysts are in high demand across industries today

Economics is an important part of our daily lives. It has an impact on everything from how much we pay for goods and services to how much we pay our employees. It is a social science that studies the creation, utilisation, and transfer of wealth. It focuses on issues that affect financial situations and investigates the distribution of wealth among organisations and individuals. It covers a wide range of topics, including politics, law, sociology, and geography. A degree in economics covers current issues in the real world. While the course focuses on mathematics and its applications to economics, it also includes a theoretical component to help students gain an understanding of economic models in various societies. You will learn how organisations and individuals make international decisions, as well as how to forecast potential economic changes. Studying economics at university provides you with a new perspective on the world and how it works in terms of business and economics. Economics as a subject has grown in popularity in recent years due to its broad applicability. Economics as a subject encompasses everything from rural studies, statistics, and GDP to banking, finance, and development. The subject is dense with data, theories, and analytics.

Economics assists us in identifying policy measures that promote prosperity while avoiding inefficiency, making it a critical driver in the pursuit of long-term growth. Understanding humans and their motivations is critical for developing initiatives that can have societal-wide social and economic impacts at the local, regional, and national levels. This is not an idealised notion—for example, China, South Korea, and Singapore, to name a few, have transformed themselves for the better by incorporating economic principles into their policies. Studying economics not only provides students with an understanding of human behaviour, but it also cultivates in them the problem-solving, analytical, communication, and persuasion skills that are required in the business world. In business, economists can provide critical insights into how to increase the appeal of a product or service to customers by deconstructing their incentives and desires. Economic insights into customer behaviour, business strategy, and volatile markets can assist businesses in making informed decisions that promote greater business growth and success.

Companies are always looking for better ways to make their value proposition more clear and compelling, which is why skilled economists and economic analysts

> Today, Economics has opened up myriad diverse career options and indeed it is the second most lucrative degree after technology and medicines

are in high demand across industries today. Following up on economics studies with an MBA opens up lucrative opportunities in marketing, finance, and consulting, making it a critical first step onto a career path with exciting growth opportunities. This is one of the reasons that economics graduates and postgraduates with an economics background command some of the highest wages in the global job market. In our daily lives, we are asked to make decisions at home and in the marketplace, such as how much to spend and save, how to divide our savings among various types of financial assets, whether to take a regular cab or an Uber, and how much to invest. These decisions are so much a part of our daily lives that they are also the subject of many of the promises politicians make to us. Every citizen in a country must understand economics in order to live and participate meaningfully in society.

Today, Economics has opened up myriad diverse career options and indeed it is the second most lucrative degree after technology and medicines. A bachelor's degree in economics makes you ready for a career in not just commercial business, banking sector and financial markets, but also areas such as municipal planning, international trade, policy analysis, education and non-government organisations. Also, governments at all levels, such as the United Nations, World Bank, UNCTAD, ILO all are significant employers of economics officers for profiles like financial analysts, risk analysts and economic consultants in studies of programs in training and health. The subject has given out legends, for instance, Gita Gopinath has joined IMF as the first woman chief economist as its 11th Chief Economist, Dr Manmohan Singh and Raghuram Rajan, Abhijit Banerjee who is co-founder of Abdul Latif Jameel Poverty Action Lab (J-PAL) and it's time our name makes the list even longer. Economics underpins many of the phenomena unfolding around us every day. From driving Jio to offering free internet along with phone services and the use of box office earnings to determine the next Bollywood star, economics also determines the price and the variety of mango you will choose to buy once the monsoon arrives. India needs more of its citizens educated about the basic principles of economics so that they can understand the forces that materially move and determine the markets and prices around them. ●

10 MUST - WATCH ONLINE LEARNING PROVIDERS IN INDIA

EduBridge

Upskilling Youth to Face the Corporate World

Edtech has taken the education industry by storm. With the pandemic looming over the whole world and remote learning becoming more popular, many learners have been going online not just to earn degrees but to gain skills that help them to be job-ready and upskill themselves to be eligible for jobs that are continuously evolving with time through technology and innovation. Founded by Girish Singhania, EduBridge is one such platform that guides learners to gain new skills and techniques that will help them move forward in their career and journey to excellence.

Girish says, “While working with Proctor & Gamble, as part of the ‘Rural India’ team, it occurred to me that the youth residing in the rural and undeserving pockets barely got a chance to make it into the corporate space due to various reasons.” In 2008, Edubridge was started to give rise to a platform that can reduce the urban-rural divide and provide corporations with a multi-skilled workforce that aligns with new dynamic and developing requirements. Today, almost 13 years later, Edubridge has helped over 200,000 youth across the nation to have all the tools they need to get the job they deserve.

Girish Singhania,
CEO, EduBridge

> We work towards skilling, upskilling, and reskilling professionals and learners, providing a guaranteed placement service opportunity

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Going the extra mile

EduBridge continues to find ways to stand out. By initiating collaborations with prominent corporations from the BFSI, IT and other sectors, EduBridge creates courses that aligns with learners and professionals to ongoing requirements of the industry. This helps learners receive certifications that prove to be beneficial for them in the long term. Catering to youth that are 18+ years of age, Edubridge helps them unleash their youthful energy and thinking to do better in their careers. "We work towards skilling, upskilling, and reskilling professionals and learners, providing them with a guaranteed placement service opportunity as well. We also have a dedicated placement manager service who efficaciously guides learners on their strengths and weaknesses, propelling them to apply for courses that suits them best and train them to be employment-ready in the process," says Girish. In addition to upskilling and reskilling, Edubridge also provides services like resume building, counselling, no-cost EMI options and a free Job Readiness and Employability Evaluation (JREE) assessment to test skillsets and abilities and align with market demand. EduBridge also provides assistance after the course, helping with interviews and placement and settling in the new job processes.

EduBridge has developed a proprietary system called the Edubridge Learning Integrated Training Environment (ELITE) that supports reporting and training operations. It acts as a central repository of all data and provides intelligent information from time to time in the form of reports. This allows senior management to keep track of all projects and is accessible at their fingertips. The software gives EduBridge performance reports and highlights gaps/issues/problems based on logic coded into the system.

With online learning taking learners to a new level, Learning Management Systems have become the need of the hour. EduBridge has its own system that ensures standard training delivery by the 450 Master Trainers from anywhere in India. These trainers comply with the syllabus set in the LMS and ensure uniformity of the course. Since many of them have also been in the field, they provide first-hand experience from the industry, creating mock-ups that stimulate learners to participate and equip them with real-life problem-solving skills.

EduBridge believes that it is always beneficial to open learners to the concept of clear thinking and questioning. Thus, the addition of guest lectures, industry exposure, office visits, industry mentorship,

> Over the last few years, Edubridge has progressed immensely in education. They have transformed the lives of more than 200,000 learners, of which 75% have already been placed in influential positions and jobs

and internships keep learners engaged in the online delivery model, in addition to regular assessments. With an incorporated discussion-based model of learning, EduBridge helps learners get out of their comfort zone by improvising on instances they could meet with at their workplace. Learners tend to develop analytical and life skills through such practical sessions, which come in handy while essaying the profile.

Currently, EduBridge has about 100+ courses offered through their online portal, tons of support services and resources related to career development, and services like No-cost EMI to support those who really need it. All these offerings make EduBridge unique in its approach and dynamic in its operations to ensure challenges are identified, offers customized and experience personalized for each learner in the ecosystem. By aiming to change mindsets and help learners build sustainable careers for themselves, they also make sure that their doors are always open for those who need them at any point in their careers and can reach out without any hesitation.

Prepping for the future

In a world where being updated is the ongoing trend, in a professional space, this becomes more relevant, especially with the rise in automation and technology. In recent years, EduBridge has churned out young individuals who know that the future is now, and through their guidance, they have been equipped to face the world's challenges. Over the last few years, Edubridge has progressed immensely in education. They have transformed the lives of more than 200,000 learners, of which 75% have already been placed in influential positions and jobs. "We are now getting ready to increase this outreach to 10x in coming years, and there is no looking back! It is fascinating to see the results and how many lives we can transform through our offerings," Girish shares.

As the pandemic continued to rage, EduBridge decided to completely shift online and make it easier for learners to access their content and upskill themselves. With a futuristic vision of harnessing technology, the employees at EduBridge were prepared to take on the pandemic hit. It only prompted them to take things online a little earlier than anticipated. The transition was smooth, and the IT team invested a ton of hard work in making it happen.

With smartclasses and the availability of technology today, COVID-19 has become no match for companies and industries to move forward. With online education

> To date, Edubridge is instrumental in training over 70% of women in the tech sphere and successfully providing them with placements. Ensuring women empowerment is a focus especially in remote parts of the country

ubridge
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so readily available, there was no stopping Edubridge from getting to their learners and getting them future-ready. Thanks to technology and connectivity among learners and trainers, they could continue learning without skipping a beat. The technological revolution is upon us and in the education sector. Through upskilling and reskilling, people make sure they stay relevant in corporate spaces and in the working culture. Edtech companies like Edubridge are built to bridge these gaps and introduce learners to an array of short-term and highly effective, certification-driven course options. They can easily skill to suit their growing interest. Harnessing the digital advantage has helped change the method of instruction. “We have progressed from incorporating a discussion model versus an instruction model ensuring complete participation of learners and professionals. The live master trainer-led training delivery models gives learners the impetus to resolve queries on the spot,” says Girish.

At EduBridge’s GuruSchool, Master trainers undergo a rigorous training process and align themselves with the latest in tech, and are equipped to take on sessions in any setup with learners. These Master Trainers have first-hand experience as they are either already working with large corporations or have been part of the industry and know how things are evolving in the industry.

Keeping Spirits Up

EduBridge understands the need to keep the vision and mission alive among employees. To this end, EduBridge incorporates an array of team activities during weekly, monthly, quarterly, and annual meets to help keep the culture alive and thriving, even during the pandemic. “We all follow the, ‘One team, one language dictum.’ This clearly explains certain seamlessness as we have rolled out specific vocabulary to build on the image of the brand through our employees,” says Girish.

These meets are something that many of them look forward to, as it gives them a chance to learn a lot about the challenges faced by other teams while discussing and coming up with solutions to overcome them. Like a family, Edubridge made sure that there was something to celebrate during the pandemic, to keep spirits up. They have a system that appreciates employees through a unique hierarchical structure. Every team has their appointed internal and external Brand Ambassadors, whereby information trickles down or out, and the work gets executed seamlessly. Noteworthy contributions are recognized every time a task has been successfully completed, and of course, appreciation, recognition, and rewards are always up for grabs as additional motivation.

Final Notes

The digital divide is a gaping hole in India that needs to be addressed today. With the technological revolution upon us, the rural population needs to be equipped to face the demands of the growing digital environment. This includes youngsters who are opting for jobs in the BFSI, IT and many other sectors. EduBridge, through its courses, works towards narrowing the gap, providing skills and courses that are accessible to all. By training youth with requisite technological skills and aligning them with the requirements of the corporate world, EduBridge increases the employability of each learner. EduBridge has mobilizers for every program that ensure that the resources and infrastructure employed is easily accessible to anywhere from anywhere in India. This means even if a learner is sitting in a remote village, they would be able to power through beyond 3-4 hours of a chosen course paying as little as under ₹20/- to access the same. Till date, Edubridge has been instrumental in training over 70% women in the tech sphere alone and successfully provided them with placements, ensuring women empowerment is a focus especially in remote parts of the country.

With well-trained instructors, their very own learning management system, and an instruction model that completely involves the learner in learning concepts, Edubridge is one of the top 10 Must-Watch Online Learning Providers in India. Their online portal is a one-stop solution to all career needs and provides tons of offerings and career-based resources to assist learners through their entire professional journey.

In the coming years, EduBridge plans to expand into providing more courses and skills for various age groups above 18. They want to cater to every youth, either freshers or working professionals, to ensure that they have the proper guidance and assistance to do well in their careers - something that is lacking in the traditional education system currently. EduBridge makes skill acquisition more accessible with highly subsidized rates, even in the most remote parts of the country. “Additionally, we look to expand internationally and cater to corporates overseas. We are looking forward to many more fruitful collaborations with prestigious organizations within the education sector at various levels so that the youth have access to everything under one roof,” shares Girish. ●

HERE IS WHY ENGINEERS NEED DATA SCIENCE NOW MORE THAN EVER

Vijay Pasupuleti,
CEO, OdinSchool and GreyCampus

Vijay Pasupulati is an edupreneur and a votary of technology who serves as the CEO of GreyCampus and OdinSchool. Former CEO of Winzest Edutech Private Ltd. and the former Vice President at Goldman Sachs, Pasupulati discovered his love for edupreneurship during the 2008 global economic crisis. GreyCampus, his first brainchild, is a global player in the edtech industry that powers people's careers in technology and business areas. With over 7 years of experience in the market, his organization has now trained more than 100,000 professionals across 50 countries. An alumnus of New York University Stern School of Business, Vijay Pasupulati holds an MBA in Finance, Information Systems from NYU and BTech from NIT, Warangal.

> Irrespective of the kind of engineering one is involved with, all engineers tackle data on a daily basis

The field of engineering is never going obsolete. In fact, the world always needs consequential engineering and execution to raise the standards of our living. But what makes thousands of engineers switch to data science every year? Fraught with challenges, the transition from engineering to data science is not a cakewalk. Why is it still worth the effort?

Data science is the hottest job of the century. According to the Economic Times, the Indian Data Science market is expected to have 11.5 million job openings by 2026. Most organizations across industries such as IT, automobile, manufacturing, retail, finance, and pharmaceuticals are making the most of data science to beat the competition in their respective markets. In essence, the data industry has turned into a space where emerging tech professionals can shine the most.

Engineers Leverage Data Already

Irrespective of the kind of engineering one is involved with, all engineers tackle data on a daily basis. Technically, most of the decisions they make are influenced by the same. But not all engineers are skilled enough to wrangle large amounts of raw data for making critical decisions. This is where data science becomes a valuable addition to their skill sets.

Civil engineers, for instance, can use data mining, sensing, and analysis to evaluate the conditions of the infrastructure both above and below the ground. They can maintain water systems and electricity grids better with machine learning and data mining skills.

Chemical engineers are also gravitating towards the usage of data science. All chemical engineers working in a modern-day plant is exposed to a tremendous amount of complex data. This has made data storgae, data visualisation, and data analysis some important in-demand skills in the industry.

The Data Industry's Hot Pursuit of Engineers

Data science is a blend of mathematics, statistics, machine learning, programming, and good data intuition. Most engineers are already familiar with the mathematical and statistical basics of data science. Some of them are also well-versed in programming.

The present data market is well aware of how engineers can effectively transition into data science. It is on a hot pursuit of engineers due to the following reasons:

- Engineers can write simple, readable, and maintainable code.
- Several IT engineers and software engineers are experienced in data cleaning and detection of inconsistencies within data sets.
- They have a foundational understanding of various data systems.
- Engineers can leverage their engineering knowledge to maintain the quality of data.
- They can enhance both productivity and algorithm code quality.

The Transition into Data Science

If you are looking to leave your career in engineering behind and fully transition into a data science professional, here are 3 crucial tips to follow:

- Join Data Science Bootcamps

If you are keen on perfecting your data manipulation skills through practise, bootcamps are your best bet. These training programs are industry-aligned and prioritize hands-on learning over theoretical knowledge. They make one of the quickest ways to acquire in-demand skills in the data science industry.

- Understand the Business Domain

Core data science skills alone will not help you overcome the challenges of a data science job. It is important to understand the nature of the business that interests you. Your business acumen will directly influence the decisions you make out of your data.

- Focus on Professional Networking

Connecting with industry experts and staying in touch with data science professionals is of paramount importance. Not only can you learn from their experience, but they can also turn into your potential employers or referrals.

- Gather Adequate Hands-on Experience

Data manipulation in a fast-paced data-driven environment is not a cakewalk. To be prepared, take on personal projects and participate in hackathons. Bootcamps also help you engage in portfolio-worthy projects before you break into the field.

Data is rightly called the new oil. But the art of making sense out of data and turning it into business intelligence is no longer endemic to the data industry. With data science skills in their arsenal, not only do engineers learn to make sense of data, but they can also eliminate the wastage of all that valuable business intelligence. ●

> “Data science is a blend of mathematics, statistics, machine learning, programming, and good data intuition”

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PROVIDERS
IN INDIA

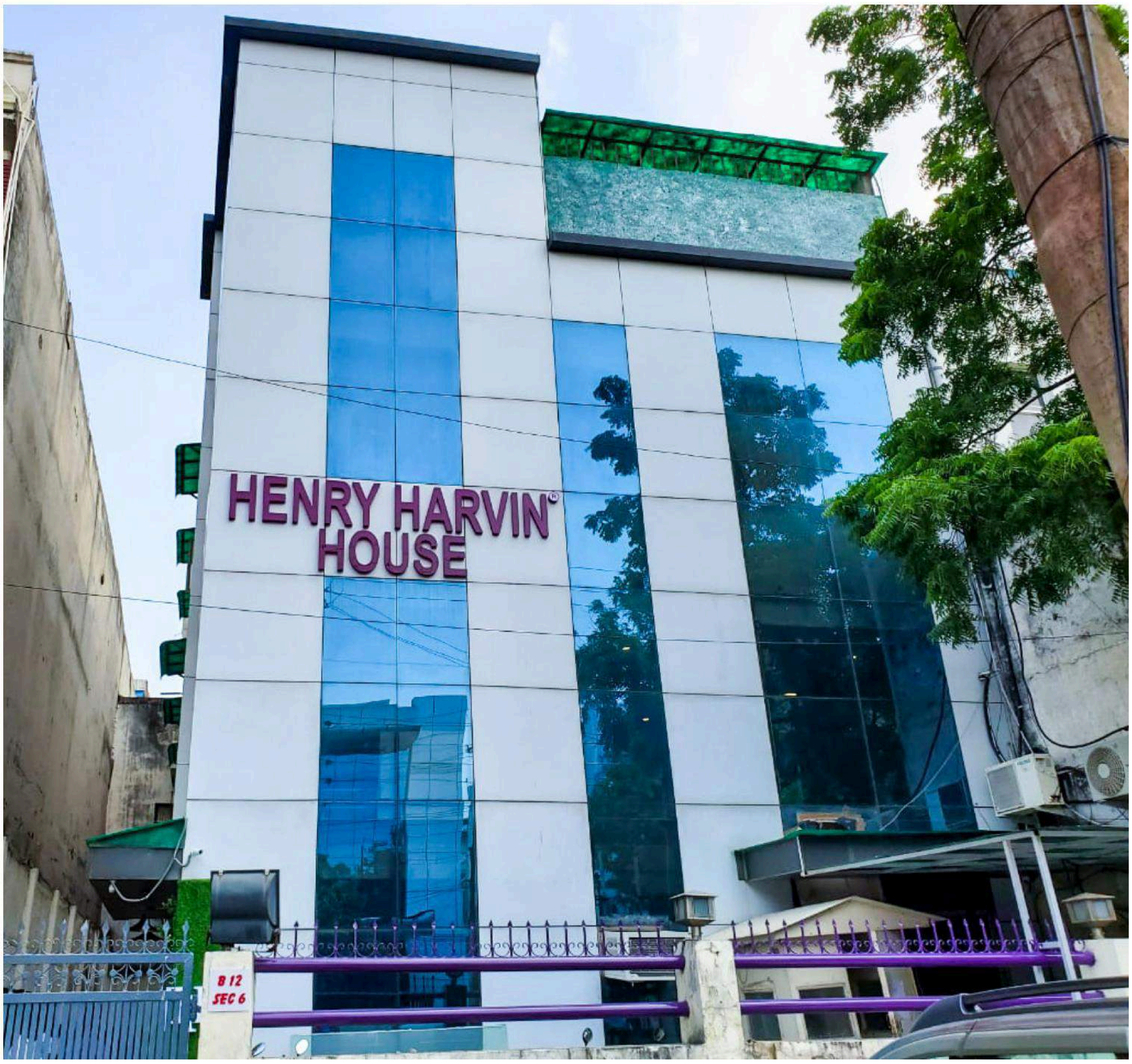
Henry Harvin

Propagating Education to all the Nooks and Corners of the World

COVID-19 pandemic hit the education system the hardest. The shutting down of schools and colleges due to the lockdown predicted a huge impact and a full stop to classes and lectures, but thankfully, living in the era of the internet negated that problem completely. All educational institutions went online as soon as possible, ensuring a smooth transition from offline to online. The major challenges faced during this time were the availability of devices, proper connection, and training to use those devices to the optimum use and devise methods to make online education palatable, especially to primary-grade kids. Working online also meant adapting to newer pedagogical concepts and modes of delivery of lessons, which meant acceptance on the part of the teachers who had been following a system for so many years. If this had happened in the 80s or 90s, the situation would have not been easy to handle as there were teachers before who never compromised in their methods of delivery, but the technology boom now has ensured that the learning continues despite all odds.

Kounal Gupta,
CEO, Henry Harvin

> We understand that not every student is tech-savvy or every region in the country is equipped with a good internet facility, so we have designed our courses that do not require advanced technology, high-speed internet, or much internal memory



Having said that, it is quite noticeable that Indians are still struggling with economic and social inequality and were in no state to face another disparity, which is Digital Inequity. Some might be fortunate to have their kids continue their learning process through virtual classrooms and online tutorials, but the divide is now not only about the have vs have not, but it's also about known vs know not. Alarmingly 1 out of 5 students in our country have no access to online education and this is ultimately going to create a 'learning divide' which the future generation might struggle with. "This is the very reason why I started this company. We are a nation booming with resources, but we lack skill, direction, and the required expertise to land a decent job. I have always strived and will continue to strive in this direction of upskilling our youth, to empower them and give them a sense of purpose," states Kounal Gupta, CEO, Henry Harvin.

Henry Harvin, as a company, took a stalk of the situation quite early in March 2020 and launched all the courses on online mode. They introduced short-term courses that people could do during the lockdown period to enhance their skill set and also to use their time effectively. Now after almost 18 months, Kounal can proudly say that hundreds of students have benefitted from the courses Henry Harvin offered and are entering the workforce of India with more skills

> Henry Harvin offers 200+ courses spread across different academies namely Analytics, Blockchain, Finance, Law, Management, Digital Marketing, Sales, TEFL, Teen, Cyber Security, Writing, Paramedical, and more

and confidence. He adds, "As part of our CSR activities, we work with children and women from low-income groups and provide them with learning opportunities and we continued that during the lockdown too".

Being an online course provider before the pandemic hit, Henry Harvin was imparting courses through both classroom and online mode. Their main challenge was to quickly train their staff and trainers to operate on a fully online mode and devise managerial processes around it. The web development and marketing team worked tirelessly during this time to make the switch as seamless as possible. "We understand that not every student is tech-savvy or every region in the country is equipped with a good internet facility, so we have designed our courses that do not require advanced technology, high-speed internet, or much internal memory. Our courses come with simple scripts which are easy to understand, and our staff is extremely cooperative. We as education providers have done our best to keep the process of learning undisturbed as we believe we have to learn our way into a better future," opines Kounal.

Nurturing Talent through Technology

Kounal founded Henry Harvin when he was just 19 years old. He started it as he did not want to go into the same line of the over-occupied club of frustrated engineers. During his Industrial Engineering studies, Kounal traveled the length and breadth of India, went up to Srilanka and then China, explored different businesses before landing into Edtech. "I started Henry Harvin in 2013, naming the company after the first president of Harvard College, Mr. Henry Dunster," reminisces Kounal.

Henry Harvin offers 200+ courses spread across different academies namely Analytics, Blockchain, Finance, Law, Management, Digital Marketing, Sales, TEFL, Teen, Cyber Security, Writing, Paramedical, and more. The services include Training, Project Support, Internship Support, Certification, Placement Support, E-Learning, Bootcamps, Hackathons, Membership Program, and Consulting, with students from more than 97 countries. Because kids between the age group of 8-14 are the worst

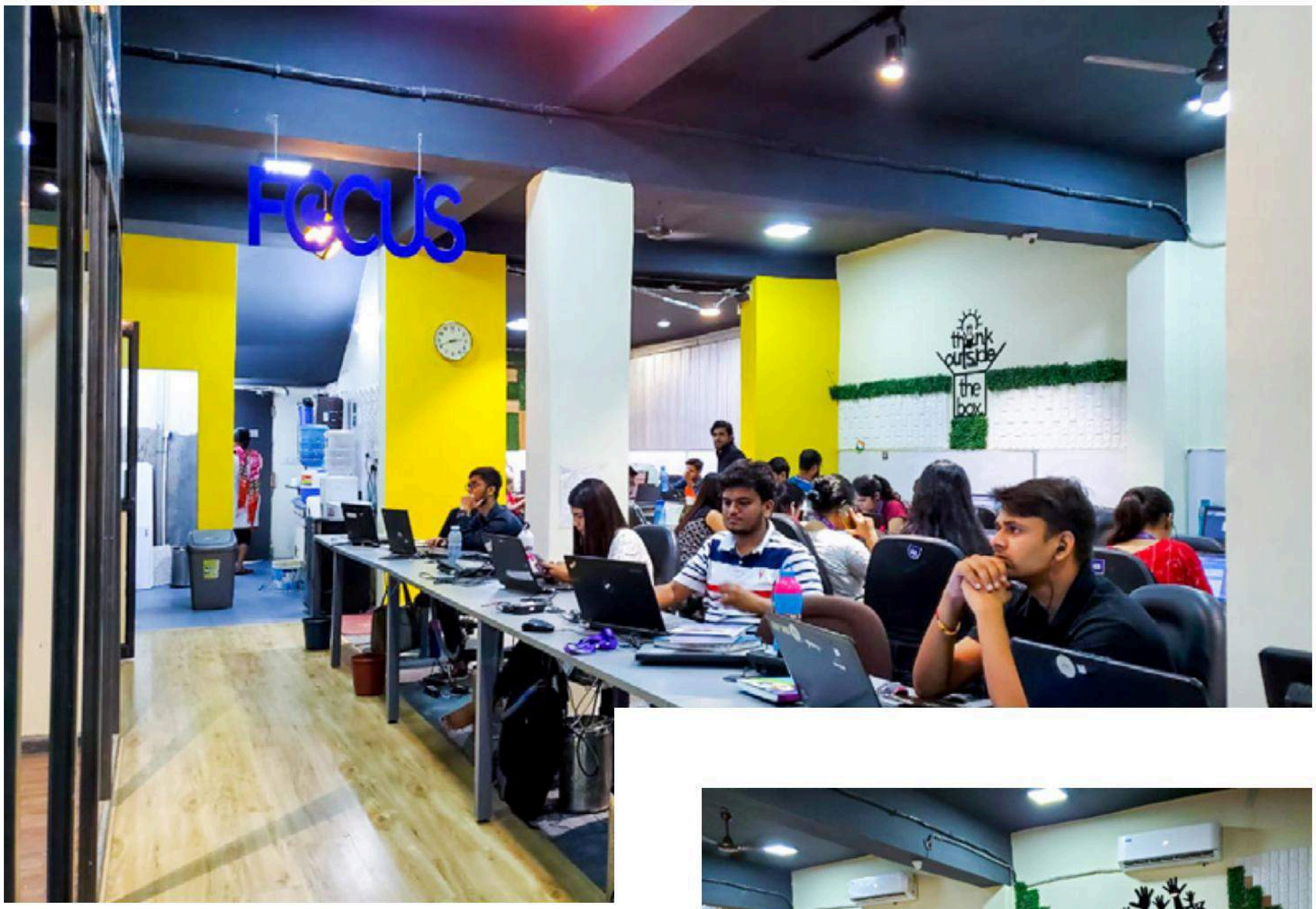
> Creating content based on the industry requirement as well as the general aptitude of learners, the courses at Henry Harvin is developed inhouse using the Goal Centric Action Oriented (GCAO) learning methodology, which is simple yet methodical and systematic, and can help any learning aspirant to develop action-oriented learning not just for the sake of adding feathers to the resume

affected due to the current situation, they have introduced a Junior MBA course that would give them a creative outlet and build skills that are not emphasized in formal education. "I believe in the first mover approach and hence like to keep myself abreast of all the changes and challenges in our educational system. We know online education is both the need and the flavor of the season and there are many players in this industry now. I am never afraid of competition it brings the best out of me," says Kounal.

Creating content based on the industry requirement as well as the general aptitude of learners, the courses at Henry Harvin is developed inhouse using the Goal Centric Action Oriented (GCAO) learning methodology, which is simple yet methodical and systematic, and can help any learning aspirant to develop action-oriented learning not just for the sake of adding feathers to the resume. "We have included Bootcamp sessions, hackathons, regular doubt clearing sessions to keep up the learning process much after the course is over. All our courses come with embedded assignments which are timed and graded, which keep the students engaged and motivated," adds Kounal.

Ensuring to Reach Everyone

Marketing is a must for all forms of businesses, be it big or small. The obvious face of any business is its website. Henry Harvin's website is regularly updated, and SEO optimized to garner maximum traffic. They have dedicated blog sites where every week new articles are published, which helps them in Google ranking and generating leads. They also post Guest Blogs on other industry websites to gain access to a wider audience. Apart from this Henry Harvin also engages with their audience through personal automated mails which talk about our latest offerings. That also enables them to click-through to the websites. "When half of the world is using social media marketing, you just can't ignore it. We have a presence in Facebook, Twitter, Instagram, Linkedin, and Pinterest where we upload content regularly and use images and videos to ensure higher engagement. It takes years



TEAMWORK makes THE DREAM WORK

to build a reputation, but one negative review on Twitter and everything becomes questionable. So we give great importance to student reviews and feedback and strive at achieving the best customer service. When we put so much effort into digital marketing, we also have our tracking system in place to access our progress," points out Kounal.

COVID-19 situation highlighted how important public-school education is. This situation has exposed many inadequacies and inequities in our educational system. But this is also an opportunity to chart a vision on how education can emerge stronger from this crisis. Kounal sees a strong market in secondary and senior-secondary schools where tech solutions can be merged with formal education. These days students enroll in online tutorials for Maths, Physics, Coding, etc., which are above and beyond their school curriculum. Kounal's idea is to integrate this with the school curriculum so that both students and teachers can benefit from a guided system and online education would not be a forced alternative, but a preferred choice.

The pandemic has brought about a change in the educational system in months, which would have taken years to be implemented. Change has to be at all levels. Just equipping the schools with gadgets and technologies won't suffice. This loss of learning across all strata of our society is going to take a toll on our economy and will show its effect after a decade. Apart from this, in a haste to adapt to the online mode of education, sometimes pedagogical practices are compromised, and students' data are also put at risk. "I urge the school systems to take care of these facts before buying any support or

solutions. All schools, government, and private should inculcate digital learning as a part of the curriculum. Nothing can ever replace classroom teaching, but we need to be prepared so that a learning gap never occurs again," recommends Kounal.

Looking Ahead

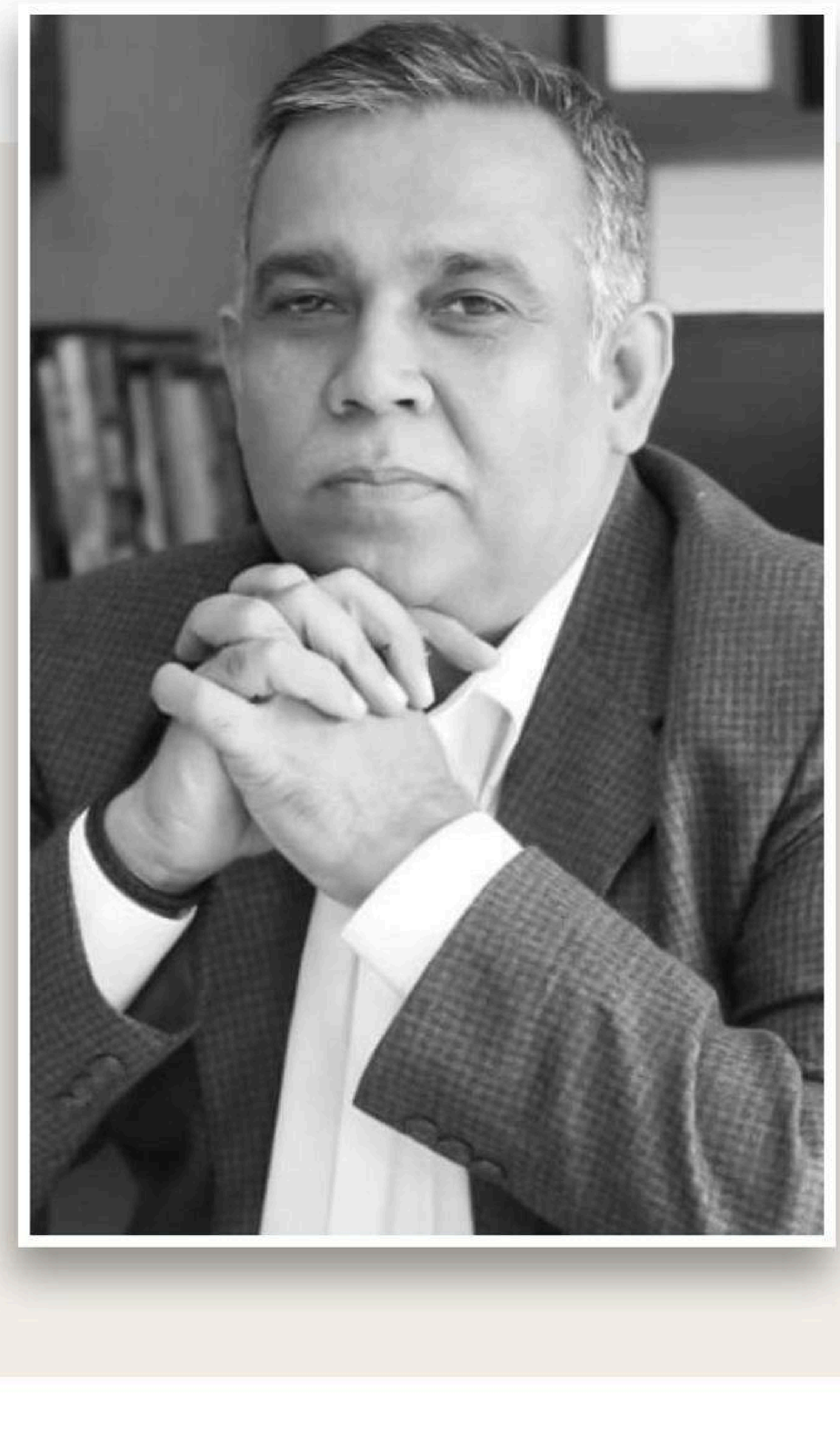
From giving tutorials to students in colleges in July 2013 to being acknowledged as one of the top 5 fastest growing Edtech companies in India, Henry Harvin has come a long way in the last 8 years. During the journey, they have partnered with their competitors like EY and KPMG till 2016. Starting online courses in 2016, Henry Harvin was the first EdTech company to introduce a GST course in 2016, and Analytics, Lean Six Sigma, and Digital Content Writing in 2017. For this, they have been featured in many media houses as the 1st mover quite many times. Today Henry Harvin® has a customer base of over 3,00,000+ students globally across 97 countries.

Any progress is incomplete unless the benefit reaches the grass-root levels. Henry Harvin is doing its bit by making its courses affordable to all. They use technology that does not occupy too much internal memory or require high-speed internet, which has enabled students to join from most remote parts of the country and completing their courses. Henry Harvin is on a mission to make the educated employable. They are diversifying to online tutorials on foreign languages, making their junior MBA class more reachable and beneficial to students of age 8-14, and also strengthening their internship programs so that young boys and girls can get a real-world feel of the professional environment before starting their careers. ●

HOW NOVEL CORONAVIRUS HAS CHANGED EDUCATION FOREVER?

Rajesh Kumar Singh,
Educationist & Founder and MD, Kunwar's Global School

An eminent professional, compassionate social worker Mr. Rajesh Singh has gained a prominent position in society due to the exemplary work he has done in his career. His raise to prominence in such a short span can be attributed to his strong will power, caliber, conviction, dedication and leadership quality. He has established Kunwar Lives and Kunawar's Educational Foundation in Lucknow in the memory of his son Kunwar with a purpose to spread education among the young generation, belonging to rural areas, and more specifically, to under-privileged classes of the society.



> It is the best time for our country and the whole world to experiment with the technology and make delivery of education seamless for learning

COVID-19 has changed everyone's lives drastically. The resulted change also took place in a very short period of time, so, everything, including all learning, was forced online as the whole world had to isolate in the home immediately. The setting of the traditional classroom, sadly, has now become a past.

So, what has really changed for education? Well, everything! Everything is now online and e-learning is the new normal.

Due to the drastic COVID-19 crisis, India is witnessing a boom in e-Learning. Every school, college and educational institution has continued the teaching and learning process by leveraging online learning platforms. This shift changed the concept of education and knowledge sharing overnight, and digital learning has emerged to be an absolute necessity for the education industry.

India's well preparedness with the extensive and robust 4G Network and affordable data in virtually every part of the country made the shift possible. What's more impressive is the smartphone adoption, which further helped in the acceleration of the adoption of learning infrastructure. It is because of the digital technology with easy access to the internet that remote learning opportunities, online classrooms, and access to high-quality education has been brought up even in rural and semi-urban locations. Today, language, location and financial resources are no more a barrier to avail high-quality education. It is the best time for our country and the whole world to experiment with the technology and make delivery of education seamless for learning. Overall, digital learning holds great potential in India and it may change the meaning of education forever.

For Schools and other educational institutions, using innovative technology will enable excellent education that will be accessible to all. Schools have now evolved from the traditional model and have built a strong online infrastructure. Presently, the speed at which people are gaining knowledge has been growing constantly, and so are the needs of students.

> During the pandemic, EdTech has not only transformed the traditional classroom learning experience but also has changed the way lectures are conducted

Such educational institutions need to invest more and more in technology and incorporate it in their day-to-day working. This will engage and help the students in better understanding and knowledge retention capability.

The quick shift from traditional learning to e-learning has been full of challenges for the schools as well as for students and their parents. Balancing the needs of everyone is a difficult task. Institutions are also learning to get a strong hold of this learning mode. From conducting live lectures to uploading study material and conducting examinations, the institutions are giving it all for the students to learn better.

E-learning Trends to Follow

Being a source of innovation, EdTech always enhances education. During the pandemic, EdTech has not only transformed the traditional classroom learning experience but also has changed the way lectures are conducted. AI has played a great role personalizing and enhancing education among students. It is also used to automate activities such as grading and giving feedback on the particularly those areas which need improvement. EdTech platforms use one more innovative technology that is cloud computing. Cloud computing has enabled the access to high-tech education to everyone. EdTech platforms provides an anytime-anywhere access to information that is stored in remote cloud servers. It has now become easy for the students to experience advanced learning seamlessly. It has become one of the most important aspects of accelerating digital learning.

The key trend of digital learning includes the need for up-skilling courses with user-generated and curated content. This is in demand among the people who are learning and working remotely. This will help in determining the most effective content that matches the student's needs efficiently, resulting in a positive user engagement and hence, an optimum outcome. As and when the technology will develop, these new trends will develop. The pillars around which the technology and the new trends will advance will be – customized learning, engagement, accessibility and user-centric learning.

India has a dynamic education system. Its collaboration with the modern technology can be a useful tool which may help in increasing engagement and efficiency among communities. Adopting the right tools enables enhanced teaching, which will ultimately raise student's accomplishments. Hence, more and more educational institutions should digitize themselves, and get a good hold in the tech space soon before it is too late. In this way, they can definitely give their students the kind of education that will enrich their vocational capabilities as well as the quality of cognitive. Educational institutions should look at technology partnerships as a crucial investment towards the future of their students. They should not compromise with the expansion and the quality of this area, as today, it has become a necessity. ●

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Learnbay Data Science Institute

Aiding Professionals in Smooth Career Transition

In the 6 years since its inception in 2015, Learnbay Data Science Institute has provided a broad spectrum of training to beginners and professionals alike, including job assistance and placement support. Learnbay has been educating people to transition between careers in Data Science, Artificial Intelligence, and Machine Learning fields. “With a concise mission to secure careers for professionals, through assistance in helping them develop analytical and technical skills, Learnbay enables students to switch into high-growth analytical job roles by leveraging their own domain knowledge and work experience at an affordable cost,” says Krishna Kumar, Founder, and CEO of Learnbay Data Science Institute.

Learnbay offers 6 different data science courses, including foundation, advanced and fast track courses for professionals, managers, and a course that guarantees job placement. With courses spanning from 4 months to 11 months, the instruction at Learnbay provides online training at affordable prices, with 2 capstones and at least 7 real-time projects in all

Krishna Kumar,
Founder and CEO,
Learnbay Data Science Institute

> Around 60% to 70% of the Learnbay candidates have successfully found placements in multinational corporations like Microsoft, IBM, Samsung, and new start-ups. These success ratios are only expected to increase in the next five years

the courses. Learnbay is one of the best choices for data sciences as it implements one on one learning support through interactive classes and additional discussion sessions. With 24/7 tech support, the online learning platform gives students premium access to cloud labs for projects in real-time and regularly updates learning modules for the benefit of students. Numerous mock tests and live projects on Cloud Labs help training students to explore domain-specific topics and work with professionals from Flipkart and Amazon for real-time visual training. The courses at Learnbay are designed to cater to the various needs of learners. As many are professionals from assorted fields, the learning platform specializes in multiple domains, including sales, marketing, hospitality, transport, banking, manufacturing, healthcare, research, retail, e-commerce, and resource management.

> “Besides providing a well-rounded curriculum, Learnbay also makes sure that students receive special career counselling sessions for job aspirants to further enhance their professional growth and polish skills”

Ensuring Employability

Besides providing a well-rounded curriculum, Learnbay also makes sure that students receive special career counselling sessions for job aspirants to further enhance their professional growth and polish skills. They also offer students lifetime access to recorded lectures to rewatch videos and learn better. Students have the flexibility to choose any instructor until students have a clear understanding of topics. It also gives students the leniency to pay course fees in instalments. “We have plenty of expert faculties for training, counselling, organizing projects, arranging classes, and more. We create educational content based on the present requirements. The team of experts research the latest curriculum and upgrade the contents accordingly,” shares Mr. Krishna.

The institute caters to a wide range of people coming from different walks of life. Thus, the learning modules are developed in simple language and use understandable terms to support all students. A revision team ensures the correctness of content and publishes the same on the platform for learners. “Our lectures are also recorded and uploaded on the YouTube platform for the general data science aspirants. Our concise, crisp, and concentrated knowledge guides are ideal for every data science learner,” Mr. Krishna says.

Pursuing a Tech career

Being an online platform, Learnbay Data Science Institute uses social media platforms to promote its courses and various data science and AI topics. By sharing success stories and transformation journeys, they keep their marketing authentic and genuine. As they are an online teaching platform, they also provide a few free modules and tools for curious learners on YouTube. Content-based on AI and ML are also uploaded on different article and blog submission websites with SEO-intensive keywords.

Since its inception, Learnbay has performed exceedingly well. This B2B business that caters to working professionals has been recognized across the different metro cities of India like Delhi, Mumbai, Kolkata, Hyderabad, Chennai, and many more. So far, they have hired 25+ professional technical tutors to teach specialized domain courses to more than 3,000 students. "Around 60% to 70% of the Learnbay candidates have successfully found placements in multinational corporations like Microsoft, IBM, Samsung, and new start-ups. These success ratios are only expected to increase in the next five years," says Mr. Krishna.

Best in the Business

With a 4.8 star review on Google, Learnbay's online courses have become popular during this covid era. With everyone moving online, Learnbay was fortunate enough to have active enrollment and participation in classes. Increased registrations and utilization of maximum technological resources helped the institute to continue functioning, providing support for learns and guide and gratify them. During the transition phase, Learnbay made sure to remain solid in its mission. Their goal is to help those in search of a career transformation and guide them to new possibilities without diverting or confusing them from their destination. With real-time projects on Cloud Labs, the future Data Scientists learned how to perform

analysis by watching Flipkart, Amazon, and other company's Data scientists at work using Big Data. "We worked consistently to enrich our courses with projects and learning perspectives. We included industry-based domain specialized real-time analysis projects for our learners," Mr. Krishna shares.

Learnbay Data Science Institute has become one of the most easily recognized platforms for data science learning today. It sits on the top 7 data science institutes published by Whatsaftercollege.com and ranks first in Chennai. In August 2021, the 127th Conference Unicorns & Emerging Unicorns 2021 Awards honoured Learnbay as the Most Admired & Preferred EdTech Emerging Unicorn for their Ground-Breaking & Innovation Technology. The institute also collaborated with IBM, giving them a sense of quality and guaranteed success.

As the whole operation was moved online, the employees too had to adapt to the new work from home environment. Thanks to technology, communication was smooth sailing, engaging employees exceedingly well to have a flawless transition. "Our priority has always been the health and mental wellness of the workers and shall remain so. We ensured to provide an environment of positivity and physical & mental wellness," says Mr. Krishna.

Despite Obstacles

"COVID-19 gave us many important lessons about being ready for unexpected situations. Among several positive morals learned from this pandemic, one lesson is the dynamism of technology in the educational industry," Mr. Krishna says. The phenomenon of e-learning has suddenly become popular, opening our mind to understanding the role technology plays in our lives today. Learnaby, too, visions immense opportunities in the sector, with the utilization of video tutoring, video conferencing, online learning tools, language applications, and many more expecting to surge. "We believe that smart educational equipment must be integrated with the curriculum. Students must know how to operate intelligent devices. Including technology like ML and AI, in educational institutions gives immense power to the educators as well as the students," opines Mr. Krishna.

In India, there is a wide digital divide between the rural and urban areas of the country. The lack of technology and training are major barriers to education and at Learnbay, they ensure that education through technology becomes a priority in every locality and district. As a way to bridge the gap, the institute has opted to invest in growing its market though different platforms. By simplifying technology to make content accessible on phones, tablet, laptops and other devices, their strategy is to provide basic training to learners and tutors. Their USP is the Cloud Lab that helps in expanding EdTech beyond metropolitan cities.

Looking Ahead

As they look into the future, with no end of COVID in sight, Learnbay believes that online live interactive training is here to stay. More than 10,000 professionals have been trained in a variety of courses and skills over the past two years. Coordinating with teams and staying healthy kept them motivated to provide quality education and experience to candidates who enrolled in the program along with placement support. With a focus to aid successful career transition, the institute works to enhance the success ratio and make significant progress in developing AI-based assessment tools. "We are planning to include more training on domain-specialized projects for the industry-like experience. We shall work on improving our ties with Multinational Corporations for easy placements. We would also offer scholarships and discounts to deserving students," Mr. Krishna shares. ●

UPSKILLING OF TEACHERS, REGULAR ASSESSMENTS WILL IMPROVE QUALITY OF EDUCATION

Brillian S. K,
Chief People Officer, Times Professional Learning

Brillian is Senior Vice President and Head Human Resources and Mentor Operations & Quality at Times Professional Learning, a division of Bennett, Coleman, and Company Ltd. (Times of India group). He is an Academic Program Advisor with the SNDT PV Polytechnic for Women, Mumbai, and serves as the Industry Expert on Education. Brillian has been a part of various global industry and academia organised events as a moderator, panellist, keynote speaker, trainer, and workshop facilitator. He brings about 25 years of work experience across diverse domains like Education, IT, Logistics. He has experience working with Blue Chip organisations like Aptech, BNP Paribas Bank, CRISL, CyberTech Systems and Software Ltd., Infrasoft Technologies Ltd., SP Jain School of Global Management.

> Technology must be the driving force to create equilibrium, enable the upskilling of teachers, conducting regular teacher assessments to ensure high-quality learning, and standardisation in the teaching processes

The advent of digital transformation has brought many disruptive changes across the education sector. The use of digitisation and artificial intelligence has ensured continuity of education over the past year. This sudden shift has raised a pertinent issue of lack of continuous professional development (CPD) among teachers.

This upskilling is necessitated by the dynamic changes faced by the sector. Evident across, right from the Early Childhood Care and Education (ECCE) level to the 'professional-employment' driven courses offered by several institutes and B-Schools. While India enjoys great cultural and geographic diversity, it also suffers from a massive socio-economic divide. There is a massive equity gap in education that has been aggravated by the shortage and uneven distribution of professionally trained teachers.

This has called for greater spending in education – a thought that has resonated right from the 1968 National Education Policy (NEP) to the current one. The NEP 2020 has estimated the spends to be six percent of the GDP as opposed to the present spending of 3.1 percent. This divide in spending must be bridged to achieve results in the immediate future.

Technology must be the driving force to create equilibrium, enable the upskilling of teachers, conducting regular teacher assessments to ensure high-quality learning, and standardisation in the teaching processes. The NEP 2020 also envisages the importance of teacher training to ensure continuous professional development to stay academically updated, map students' performance, identify skills and provide a holistic environment for students during their learning journey.

Investing in teacher training to achieve targets

Skilled teachers are vital to ensure quality education and to achieve the targets of the Sustainable Development Goal 4 (SDG4). SDG4 aims to "ensure inclusive and equitable education and promote lifelong learning opportunities for all". Teachers play a critical role in improving student outcomes and advancing quality of education across geographies. Hence, they are a crucial ingredient to inclusive development and for helping India achieve SDG4.

While curricula are being updated to keep pace with evolving trends, teacher training is still lagging.

India does not have enough qualified and trained teachers to cater to the growing young population. As per the data submitted by Lok Sabha in 2019, 22 percent of teacher positions at secondary level and 27 percent positions in higher secondary level were lying vacant.

The shortage of skilled and qualified teachers is a major problem that has plagued our education system. A variety of factors have contributed to this inadequacy, including unavailability of monetary and digital resources, and lack of access to suitable training programmes. COVID-19 has added another layer of complexity. Teachers across the country are bearing the brunt of massive upheavals that the education system faced when brick-and-mortar institutions moved to total closures. Many teachers are still not sufficiently trained to conduct online classes effectively.

> “The nature of jobs is changing, and so are the skill demands and expectations from graduates”

This highlights a greater need for a comprehensive approach to adequately recruit, empower, train, support and motivate educators within a more efficient education system.

Teacher training and its impact in preparing students for a dynamic future

Traditional methods of teaching and curricula are no longer at the centre of education as it is becoming more learner centric. The nature of jobs is changing, and so are the skill demands and expectations from graduates. This has profound implications for the competencies which teachers need to acquire to effectively impart the skills to students.

Traditional teacher training programmes are unstructured and not continual. This results in failure to help upgrade teacher competencies and, consequently, to enable them to cater to new-age learners. A long-term solution is needed to help enhance the initial education of teachers and ensure continuous professional development. Below are some measures that may be adopted by stakeholders to enhance teacher training:

1. Standardized training and guidelines: The lack of a common training mechanism to help the next generation of learners has hampered the quality of teachers. There is a need for national-level guidelines to help prepare and develop teachers better. NEP’s common guiding set of National Professional Standards for Teachers (NPST), which is being developed by the National Council for Teacher Education, is a step in this direction. These standards will cover the expectations from the role of a teacher at different stages, and the competencies required at each stage.

2.Short-term upskilling programmes: Teachers can no longer rely on teaching techniques that were developed decades ago. They need to innovate teaching methodologies to cater to Gen-Z that relies heavily on web resources and social media. As new technologies and tools keep emerging, teachers need to learn and adapt. Upskilling would help them stay relevant, especially in virtual classrooms. Short-term courses also help teachers in understanding the requirements of students and addressing their psychological needs.

3. Performance assessments: While there are assessment methods available, they may not suit the current needs of innovation, openness to online education and technology understanding. Institutes must work to develop grade-appropriate tools to assess practical skills, knowledge, and effectiveness of teachers. Such tools would encourage greater research and innovation in teaching, thereby improving proficiency and learning outcomes. Such assessments should be conducted and regulated frequently to maintain competency.

There is a need to rethink the overall strategy for education. While CoVid-19 brought in some much-needed changes, teachers and policy makers were not geared for it. The time is right for us to focus on continuous development and upskilling of teachers. As learners become smarter, educators need to be one step ahead. ●

EDTECH PLATFORMS PROVIDE A UNIFIED SOLUTION FOR SCHOOL LEARNING AND COMPETITIVE EXAM PREP

Rajshekhar Ratrey,
Senior Vice President - Product Management, Toppr

Rajshekhar graduated from IIT Bombay in 2010 with a masters in Aerospace Engineering. While at college, he founded Whiteshadow, an initiative that provided design services to companies of every level. Upon graduation, Rajshekhar co-founded Honor foundation, with an aim to provide micro-financing, skilled employment, education and health care to the BPL sector. In 2011, he co-founded another venture called LurnQ.com, where he developed the product's key features. He then co-founded Manch, an adaptive assessment platform, which was acquired by Toppr in 2015. Since then, Rajshekhar has been at the forefront in building new products at Toppr.

> Two-thirds of Indian students take tuition classes to supplement their board and competitive exam preparations

India has the second-largest Edtech industry in the world. Add to this the schools, tuitions, and coaching centers - the education ecosystem is divided into independent pockets. However, we are now gradually moving towards unified learning solutions that combine school study and competitive test preparation through Edtech platforms.

How Most Students Spend their Time

Until recently, students have been preparing for school exams and competitive exams separately. If you look at the breakup of daily study routines, you'll find that an average student in the 14-16 year age group spends 6-8 hours at school. Post that, at least one and a half hours are spent in tuition classes or at coaching centers. India is well known for its 'tuition culture'. In fact, two-thirds of Indian students take tuition classes to supplement their board and competitive exam preparations. After tuition classes, students spend roughly about 2 hours at home doing homework, self-study, and revision, that is if they have any time left!

Lot of activities demand a child's time during the course of the day, be it school, tuitions, extra-curricular activities or learning apps. To help them keep up with the competitive atmosphere of today, parents enforce many tasks on children, albeit with the right intentions. Ultimately, we end up dividing a student's life into inefficient chunks, where they have to switch context multiple times within a day and this can be stressful. Switching context is hard and comes with the cost of slow progress.

What's Wrong with this Study Setup?

Schools and coaching centres or tuitions run at differing speeds, and are very often out of sync. Moreover, merely studying at an educational institution is not enough. Students need self-study and practice to reinforce their learning, both essential

to acing exams. But since students have multiple tracks for studies and most of their time is divided between school and tuition, they can hardly take out productive time for self-study.

The need of the hour is to streamline the entire process of education delivery in such a way that students can learn with better discipline and higher efficiency, and at the same time, allocate enough time for self-study.

A Unified Learning Environment Makes Life Easier!

Schools do a phenomenal job at teaching and strengthening fundamental concepts. But when it comes to teaching advanced level concepts and solving complex problems, mobilizing resources for the same could be an operational challenge for schools. Also, competitive exams have a rapidly evolving structure, with patterns and syllabi being modified constantly. This is where Edtech platforms can help meet the needs of the rapidly shapeshifting test prep space. They have a wider reach. Constant iterations to learning material and assessments can be done with shorter turnaround times and quicker delivery to end-users. In addition to that, technology can be used to personalize the assessments based on students' levels of understanding and knowledge.

> Technology can be used to personalize the assessments based on students' levels of understanding and knowledge

A collaboration between schools and Edtech platforms can thus lead to a unified learning environment that will have the following benefits:

1. Runs in sync with the school's curriculum, thus ensuring harmony and structured learning.
2. Equips students with advanced doubt resolution 24X7, thus easing the load on school teachers who already have a multitude of tasks at hand.
3. Provides access to tools like timed practice, revision, notes, and reminders.
4. Enriches student-teacher collaboration through tech-enabled tools.
5. Helps students prepare for school boards and competitive exams from a single platform.

Education in India is now evolving into a collaborative effort between schools, parents, and students, with the Edtech industry providing crucial linkages. A unified learning solution will ensure a seamless learning experience, where students can experience holistic school learning along with competitive exam practice in a much more efficient manner. ●

10
MUST - WATCH
ONLINE LEARNING PROVIDERS
IN INDIA

M Learning

Where NTSE, IIT-JEE and Pre-Medical Exams Preparations Becomes Easy

Preparation for competitive exams is a stressful task for many students. The right guidance and support of expert academicians can make all the difference in these students' life. However, in recent times, due to the spread of COVID-19, online learning has become the only solution for students to prepare for such difficult exams. This is where M Learning steps in to guide students from the start to the end of the examination process, with video lectures and e-study materials that are designed for the preparation of entrance exam viz IIT-JEE, NEET and NTSE for the Students of class 8th, 9th, 10th, 11th and 12th (CBSE, ICSE or any other state board). With these high-quality video lectures from the faculties involved in teaching for IIT-JEE and NEET for about 10 -15 years, M Learning eliminates the need to join any physical coaching institute.

"In the last 18 months of the pandemic era, most of the industries slowed down. EdTech is one among few with growth. It grew by almost 100-200 times," shares Sundeep Gupta, Founder Director, M Learning.

Sundeep Gupta,
Founder Director

> Our learners are self-motivated, self-devoted, and self-dedicated. We simply need to serve content-rich stuff

> Today, M Learning is ready to rollout its live online classes where students can connect with educators and interact through audio and video call features in its Forum App

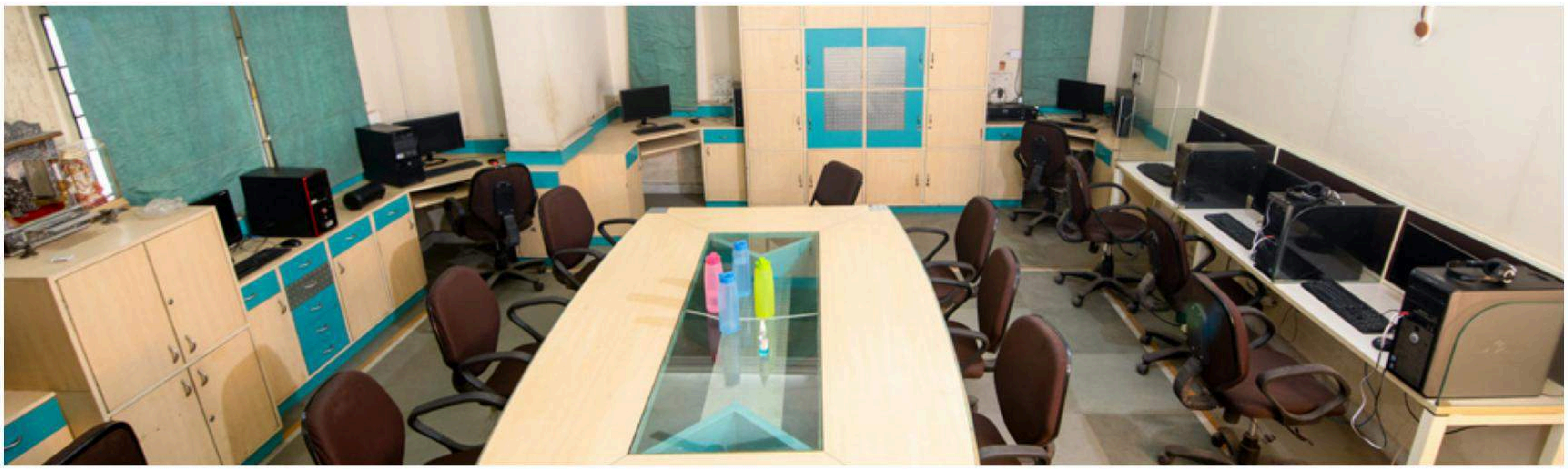
During the pandemic from Apr 2020 till August 2021, M Learning added 20000 subscribers who watched 3 Hours 11 minutes per day on an average on its mobile App. On YouTube, M Learning added 70000 subscribers with 7 million views and 371500 Hours of watch time. "For us at M Learning, education is not fun. It's a serious business. Amazingly, many M-Learning App users are teachers who are teaching into some coaching classes or schools. If we talk about students, most of them are in the top 2% category in their class," says Gupta.

Engagement for online classes has not been an issue for M Learning, which has a large, enthusiastic userbase. Gupta adds, "Our learners are self-motivated, self-devoted, and self-dedicated. We simply need to serve content-rich stuff." The institute records video lectures of the professors with deep knowledge and experience of the subject and target examination in a real classroom environment. With minimum editing, these masterclasses are then published on M Learning App. Gupta says that such lectures are heavily admired, used and referred to by their limited category of users, who are none other than the country's top intellectuals.

Unlike many online learning providers, M Learning does not have any marketing or sales department. The institute is growing organically and by referrals. "We have an Academic and a small Tech Team. The academic team is busy with lectures and recording. They are happy with the feedback and responses of the users. While the Tech team is busy with video editing, publishing content and doing app development," explains Gupta. With the quality of content and effectiveness of teaching, M Learning's userbase has grown 200 times, and Gupta is confident that the trend will continue.

Bringing Decades of Classroom Legacy to Online Learning

"I have been tutoring since 1986 when I was just at 13 years of age. Then, I launched Gupta Tutorials in the year



1994, which is exclusively for IIT JEE in small-town Ujjain," Recounts Gupta. In 1997, Gupta completed his B Tech from IIT Kharagpur and expanded Gupta Tutorials with a new centre at Indore. It was just the beginning of its long years of existence in the coaching sector. At Gupta Tutorials, the student strength kept growing year on year, teaching about 1500 students sitting in 18 classrooms in seven towns of Madya Pradesh.

Gupta says, "Students needed to travel down to our centre and classroom. This was a big limitation. We intended to reach out to students at their homes. This is how the Idea of mobile learning was generated." Gupta had an urge to grow beyond the constraint of resources and geography. In 2005 -2008, Gupta and his team developed a virtual teaching platform by the use of video conferencing devices, dedicated point to point internet leased lines, optical fibre connections and microwave towers. He adds, "In 2010, Tablet PCs were growing popular. We were already having most of the course of IIT JEE recorded with us. We were all set to launch M Learning in August 2011."

Today, M Learning is ready to rollout its live online classes where students can connect with educators and interact through audio and video call features in its Forum App. While the institute is planning to develop Live one-to-one tutoring to strengthen its online presence, Gupta believes that he can reach out to every nook and cranny of the country. "We really do not need to bother with urban or semi-urban populations, as most of the rural population have access to the internet. The audience is already there. We just need to understand what the masses want to see. We just need to produce and publish. They will discover you and connect you. If it is worthy. People are ready to pay," concludes Gupta. ●

DEALING WITH KIDS IN TODAY'S TIME

Shouger Merchant Doshi,
Author of The Power of Make-Believe: Parenting through Pretend Play

Shouger Merchant Doshi is a former journalist and lawyer and has also co-founded two incredibly creative companies. The first is called The Story Merchants, which manufactures children's educational products based on pretend play activities, and the second, The Pinwheel Project, is an events company making children's products and services accessible across India. She has written an incredibly practical book called The Power of Make-Believe: Parenting through Pretend Play that both kids and their parents will find equally enjoyable. Published by Penguin India, this well-researched book outlines that pretend play and purposeful discussions with parents accords children the gift of vocabulary and creativity that leads to effective communication skills, something that will benefit them throughout their life and career. In a conversation with the Higher Education Digest, Shouger Merchant Doshi talks about today's parenting challenges, her inspiration for writing this book, and shares some important tips for parents and aspiring writers.

> Communication and the route of dialogue is the best way to deal with all things children

The Power of Make-Believe
Parenting through Pretend Play

What are the major challenges parents are facing today?

Parents face plenty of challenges on a daily basis which is especially compounded with uncertain times such as these when the circle of comfort is small, and we are comfortable sending the children to inherently safer environments and further the zoom school life has not been conducive to working parents.

How can parents support their kids through the pandemic?

The best way is through routine and effective time management. It definitely isn't easy to schedule in advance, but the planning helps – it keeps children secure because they know what is coming next and it helps carve out time for your work, your family time, chores etc. What is important is to also listen to what your child is saying, casually check in on what they feel and allow them to be expressive about it because we are all facing a battle that we are trying our best to cope with. Communication and the route of dialogue is the best way to deal with all things children.

What tips & tricks do you recommend for keeping kids as accustomed to their normal routine as possible?

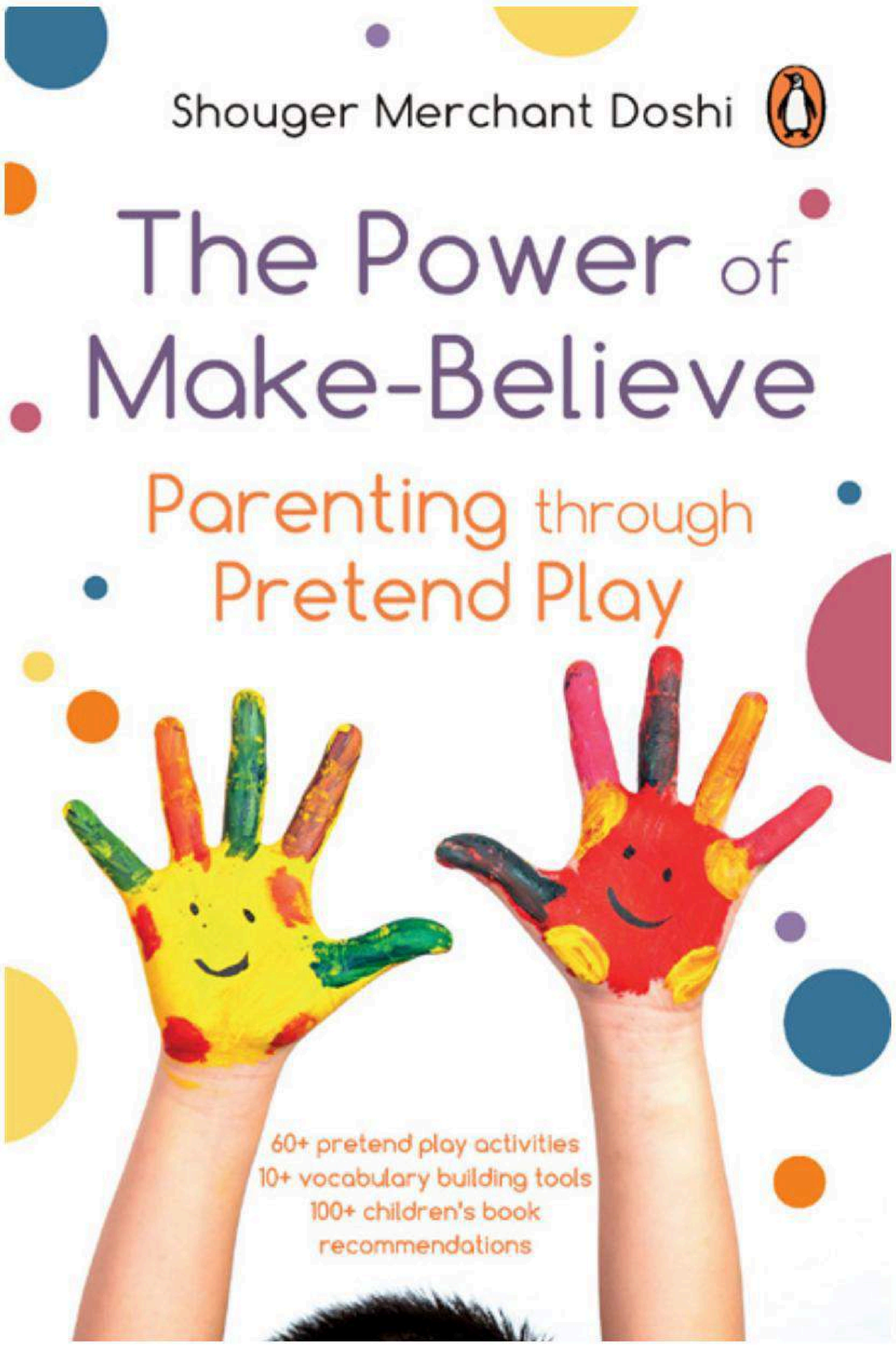
Setting the schedule with them, maintaining a calendar they can look at and understand their schedule, slotting time for active play outdoors and independent play indoors and time for reading.

What inspired you to start writing the book, The Power of Make-Believe?

I was thinking about how I could instill life skills in my son – like any other mother – I kept wondering what could I do apart from what skills he himself engenders and I looked back at my life and I saw how the power of communication has helped me much in my life and has brought me much confidence and has taken me to achieve greater heights in everything I attempted. So, I did some research on how one can impact brain development and overall confidence from the ages of 2-7 (a crucial time for a child's development) and I realized that a combination of pretend play and good vocabulary will give you the kind of confidence dreams are made of.

What kind of research do you do, and how long do you spend researching before beginning a book?

I spent a lot of time researching some well-known studies that indicated that pretend play has a profound impact on the prefrontal cortex and is a significant contributor to higher achievement. My favourite was the well-publicized Root Bernstein study on Nobel Prize / Genius Grant winners which indicated that play and make-believe has a substantial impact on a later creative predisposition. For the vocabulary influence, I read up on Meredith Rowe's study which says that over time the quality of words and exposure through family impacts a child more than the quantity of words you are exposed to as a child.


Shouger Merchant Doshi
The Power of Make-Believe
Parenting through Pretend Play
60+ pretend play activities
10+ vocabulary building tools
100+ children's book recommendations

What is the most challenging part about writing for you? What is your work schedule like when you are writing?

Writing cannot be forced; it has to be inspired. I have been writing a fiction novel and that has taken me 5 years to complete. During the first lockdown I was doing all of this with my child and more and when I put it out there, lots of people reached out and said they wanted to know more, and I thought why not put it down in a structured way so moms can find it useful.

Do you hear from your readers much? What kinds of things do they say? What has been the response so far for the book, The Power of Make-Believe?

The response so far has been very overwhelming. It has been comforting to hear that the pretend play activities are helping moms find fun and educative ways to spend their evenings with their children. It has also been heartening to hear that the books list has become a Bible of sorts for some mothers. I have listed a 100+ recommended books list based on topics which I feel would help moms when their kids go through certain things / feelings / emotions.

What was one of the most surprising things you learned in creating your book?

How an idea can impact people.

What are the projects you are on now? When are you planning to publish your next book?

At some point I would like to finish the literary fiction novel I was working on for the last 5 years. But for now, I'm focusing on this one.

Writing can be an emotionally draining and stressful pursuit. Any tips for aspiring writers?

If you have an idea that you think you need to educate people about or bring it to them in a unique way, find the time, constantly research, edit and get other people's opinions on the thought process, style and areas that need to be covered. I couldn't be more thankful to the team at Penguin who helped me with the editing process. ●

INTERACTIVE FLAT PANEL (IFP) AND ITS IMPORTANCE IN THE EDUCATION SYSTEM

Vijay Sharma,
Country Head, India, Optoma Corporation

Vijay Kumar Sharma is Optoma Corporations' Country Head for India. He leads the team ensuring top-of-the class delivery to develop, implement and achieve the company's mission, vision and goals. A seasoned Business Management professional, Vijay develops Optoma's India strategies to boost company's prospects and ensure holistic support to relevant parties/people in the value chain. With an experience of over 15 years, Vijay has donned various hats successfully during his professional journey. Vijay is an MBA with specialization in marketing from Pune University.

> Interactive Flat Panel Displays (IFPDs) bring lessons and idea sharing to life in both education and business settings, whether its lecture hall or institute's meeting room or labs,these are helpful in each of the setting

Interactive Flat Panel's (IFP) contribution to education can be regarded as one of the extraordinary changes in how educators are imparting knowledge and how students learn. These in many ways replace the Blackboards and Smart Boards with a single integrated product. Some of the biggest advantages of Interactive Flat Panels are versatility, interactivity, ease of use, flexibility and variety of tools to help both teachers and students alike. In today's interconnected world teachers can share the work of classroom and assignments with just a click of button. Similarly, students can respond and share their assignments all without connecting even a single wire.

Interactive Flat Panel Displays (IFPDs) bring lessons and idea sharing to life in both education and business settings, whether its lecture hall or institute's meeting room or labs,these are helpful in each of the setting. Available in multiple sizes and featuring some of the latest technologies like anti-glare / scratch resistant glass, low blue light filter (TUV certified low blue light content) and a wide viewing angle, these reduce eye strain while providing crisp and vivid visuals to every seat in the room and thus becoming necessity for every classroom in today's Hybrid learning environment.

Some of the modern value enhancement which can be provided with help of Interactive Flat Panel to enhance hybrid learning include:

- Lessons can be prepared by teachers which integrate with the material across platforms and software.
- Students participate in the class and this interactivity can be recorded for sharing with all and for later
- Real time building up on content which teacher has prepared
- File manager Software allows users to manage files and folders. Users can also access cloud drives, browse, create, rename, copy, move and delete files.
- Creative sharing is easy with a ready-to-use whiteboard,featuring built-in annotation tools that encourage collaboration and display engaging graphics, videos, animations and any other type of media.

When used by teachers these tools create an eager and engaging classroom. It has been found by many studies that engagement methodology is

easy and provokes students when combined with an Interactive Flat Panel.

From the perspective of clarity, IFP panels are way ahead of any of the previous technologies. These have an optimized viewing angle, making it convenient for the large classroom. The screen can be visible clearly from any corner without any problem making it suitable for a class full of dozen students or even more. The pixel density and the display come with ultra-low blue light, making it eye-friendly. Hence, continuous viewing does not cause eye-hazards as compared to previous technologies.

Usability is another factor due to which it has become so popular. This is helpful in giving a personal touch to the class by explaining things with the handwriting while displaying relevant study material on the screen. This is more convenient than using a regular blackboard or whiteboard. Moreover, the touch screen and writing features allow teachers to perform group activities in the class, thus making IFP a great tool for collaborative learning. This in turn makes the classroom management easier. Any teacher can vouch if a community can be built in a class, half of the work is done.

The traditional smart classrooms suffered with the technical impediment of brightness issues in open window environment. The projectors were limited to a certain brightness and thus could be used effectively in closed curtains. Also traditional projectors were lamp based with 3000~4000 hours of life span. Subsequent dullness impacts the quality of visuals leading to disinterest of students in the content. Interactive Flat Panel takes care of all such problems and provide a long-lasting solution which is very easy to maintain over long run.

Ease of use is another factor that adds to the overall superiority of IFP's over traditional smart classroom equipment. Despite being loaded with lot of functionalities and features, it is still easy and straightforward to use. Students and teachers who are not tech geniuses or have good practice of using gadgets can also use IFPs effectively without having to worry about it. With the feature of connectivity to wireless internet, Bluetooth, and the smooth navigation system for using, it gets very handy in classroom activities. Large Interactive flat panels help students focus on their studies, brainstorming, discussions, and feedback can be more effective and efficient while using Large interactive display screens.

To summarise, it has been found that Interactive Flat Panels (IFP) are increasingly gaining more acceptance by educational institutes. Teachers are rapidly & easily adopting this emerging technology to make it an integrated part of their teaching experience. The IFP provides educators and instructors tools and features that make learning more attractive by making it straightforward, enjoyable, and easy for the students. ●